INTERIOR DESIGN

DECEMBER 1958

Merry Christmas Happy New Year

Happy New Year Merry Christmas

Merry Christmas Happy New Year

Happy New Year Merry Christmas

Merry Christmas Happy New Year

Happy New Year Merry Christmas

Merry Christmas Happy New Year

Happy New Year Merry Christmas

Merry Christmas Happy New Year

DEC 22 1958

COLL. OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

A Professional Magazine for the Interior Designer and Decorator

Luxurious HARMONY
IN POMPEIIAN MARBLE VINYL
AMERICA'S
LEADING
INTERIOR DECORATORS
INSIST ON...
fabulous
floors
by
LIVING Colors
OF TOMORROW
Robbins
FLOOR PRODUCTS, INC.
Tuscumbia, Alabama
INTERIOR BY
Raymond Toucher, AID

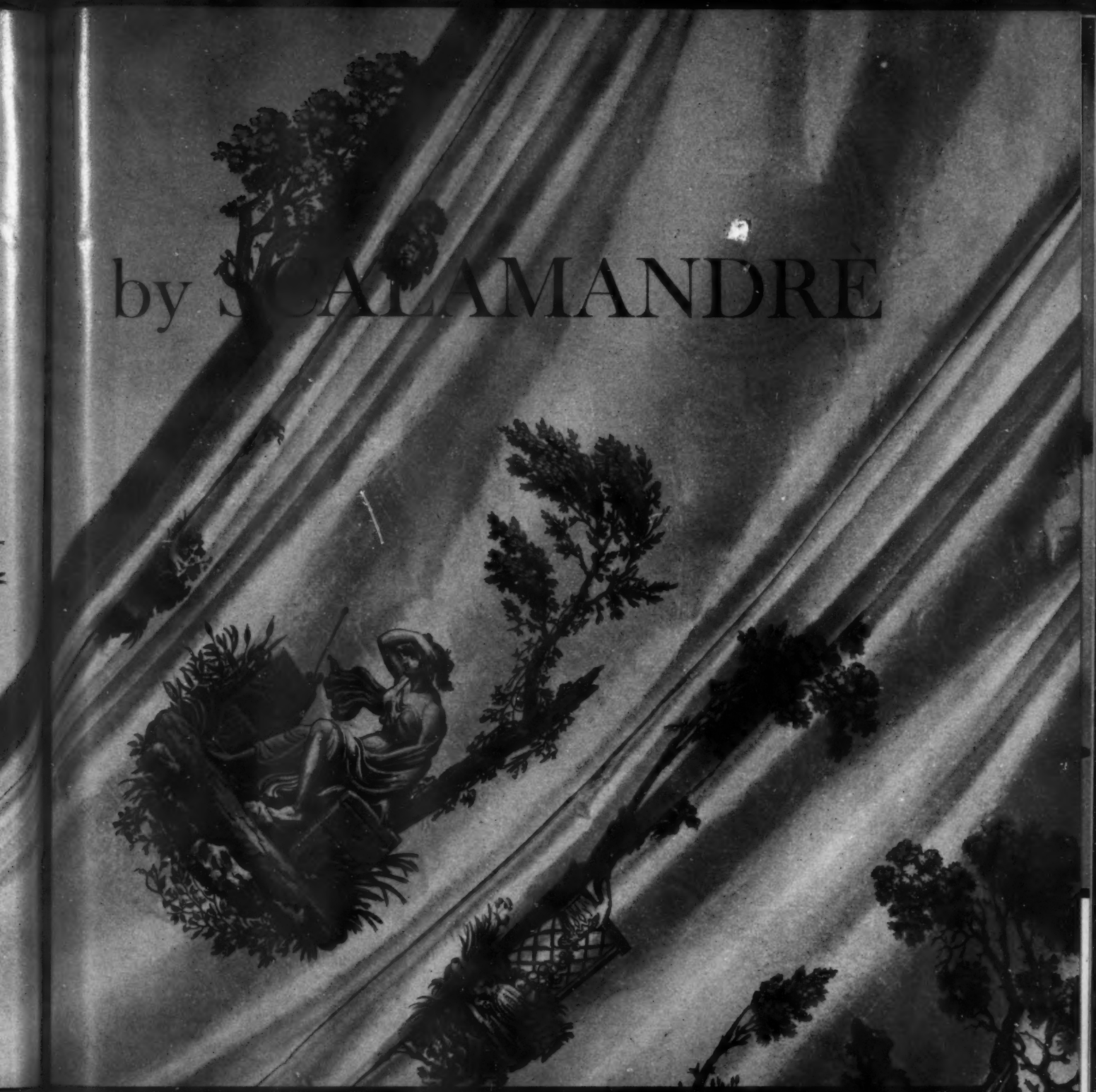
Jacques Bodart, Inc.

ANTIQUES & REPRODUCTIONS

49 East 53rd Street • New York • New York

A very unusual ten-drawer Directoire commode made in Paris.

reflections in elegan



Twin artistry in decorative fabrics and wallpapers by Scalamandrè offers new inspiration for you and effects of breathtaking beauty for your clientele. A tradition of unsurpassed quality and elegance in Scalamandrè fabrics is mirrored in the addition of a line of richly styled, hand-printed wallpapers, including scenics, panels and striking border motifs.

The full flexibility of Scalamandrè custom craftsmanship is yours—in addition to the wide range of colors, patterns and textures available—in achieving a perfect blending of fabric and wall covering for every decor.

The design illustrated is Primavera, a collection of four scenic groups hand-screened in cool, tone on tone effects. It is available on silk and fortisan fabric and companion wall covering on either Shiki silk or paper. *For fabric:* Scalamandrè Silks, *for wallpaper:* Scalamandrè Wallpaper, Inc., 63 East 52nd St., New York. Phone: PLaza 9-2070.

Chicago Los Angeles San Francisco Boston

origins

A COLLECTION OF DESIGNS BY GEORGE NAKASHIMA FOR

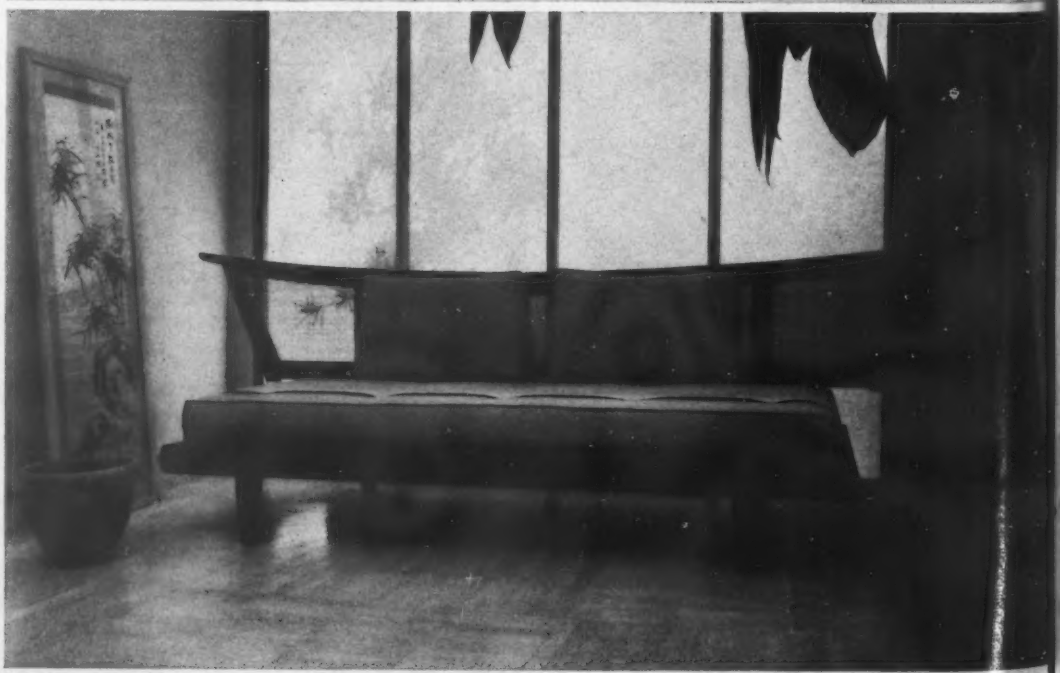
WIDDICOMB

DISTINGUISHED CONTEMPORARY FURNITURE

EXHIBITS AT: NEW YORK / CHICAGO / LOS ANGELES / SAN FRANCISCO / GRAND RAPIDS / PHILADELPHIA
PITTSBURGH / CLEVELAND / ST. LOUIS / DALLAS / ATLANTA / INDIANAPOLIS / TORONTO / MONTREAL

WIDDICOMB-MUELLER CORPORATION, GRAND RAPIDS, MICHIGAN

Manufacturer Member Grand Rapids Furniture Makers Guild



Our new Origins collection is a stimulating and thoughtful concept of timeless design, attractively interpreted in rare woods and exotic treatments. Pieces shown: Top, 246-W Desk, 206-W Side Chair at desk, 259-W Side Chair. Lower, 252-W Day Bed.

INTERIOR DESIGN

Editor and Publisher
HARRY V. ANDERSON

Managing Editor
LEE CANNON

Executive Editor
SHERMAN R. EMERY

Associate Editor
SYLVIA KING

Art Director
ALBERTO PAOLO GAVASCI

Production
MAURICE NEUHAUS

Circulation
ERNEST SANS SOUCI

Research
M. I. BOYD

Staff Photographer
JAMES VINCENT

Business Manager
AUGUST R. PASSETTI

Advertising Manager
LESTER DUNDES

Eastern Advertising Manager
HAL LIEBER

Advertising Representatives
LARRY MOSES
BERT M. WESTMAN

West Coast Representatives
Robert Zunich
THE MENNE COMPANY
114 Sansome St.
San Francisco 4, Calif.
Tel: GArfield 1-3846

Arden H. Parkes
THE MENNE COMPANY
711 South Vermont Ave.
Los Angeles 5, Calif.
Tel: DUnkirk 1-1271

Chicago Representative
DON J. ANDERSON
4 East Ohio
Tel: DElaware 7-3831

London Correspondent
HENRY C. DOWLING
126 Holden Road
London N. 12, England

VOLUME 29 NUMBER 12 DECEMBER 1958

QUALITY SOURCES • *A convenient monthly indexed buying guide to quality sources of supply advertised in this issue* 11, 12, 14

MARKET SPOTLIGHT • *A brief guide to new sources and products* 23

EDITORIAL 105

GARDEN WITHIN THE HOUSE 106

COUNTRY CLUB IN CANADA 110

PROFESSIONAL PACESETTERS 114

THE SHOWROOM AND ITS ECONOMIC IMPACT 120

THREE HOMES IN ONE 138

CONTEMPORARY BANKING 142

HOME IN A HOSPITAL 146

HOUSE ON A HILL 148

DESIGNS IN GLASS 152

LIVING WITH THE ARTS 154

LEATHER IN THE BATH 158

NEW A.I.D. MEMBERS 172

TRADE NOTES 204

TO THE INTERIOR DESIGNING PROFESSION ONLY COVERING RESIDENTIAL NONRESIDENTIAL OR CONTRACT INTERIORS • NO NEWSSTAND CIRCULATION

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

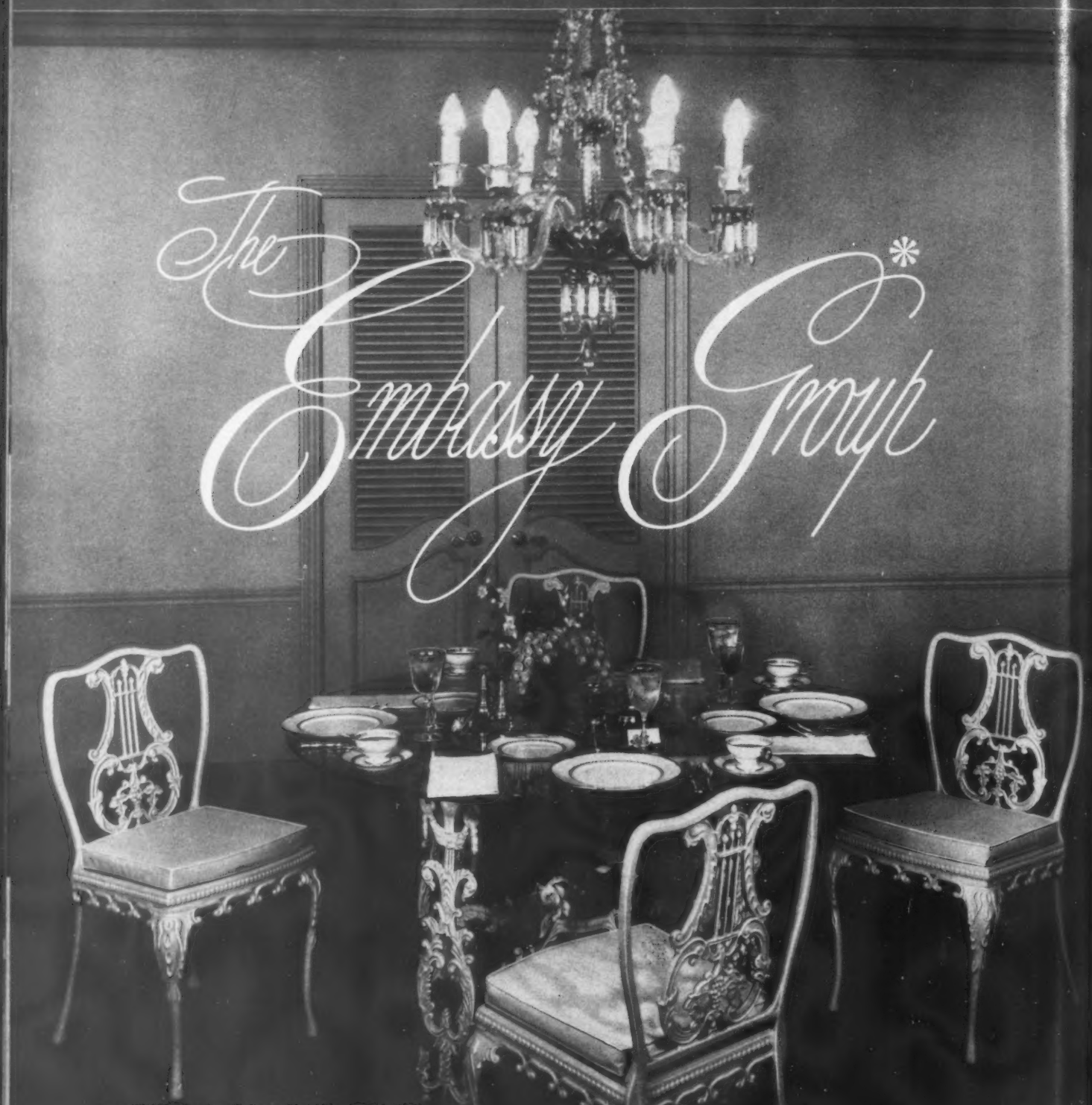
INTERIOR DESIGN: founded in 1932 by Harry V. Anderson, published monthly by Interior Design Publishing Company, Inc., 34 North Crystal St., East Stroudsburg, Pa. Address all communications to: Executive and Editorial Office: 151 East 50th Street, New York 22, N. Y. Telephone PLaza 5-7291. Cables: Anddec New York. Teletype; New York 1-2034. Harry V. Anderson, President; Samuel C. Park, Jr., Vice-President; Lester Dundes, Vice-President; Frank S. Streeter, Secretary and Treasurer. Subscription $5.00 for one year; $9.00 for two years; $12.00 for three years, in U. S. and Possessions, and in Canada; Foreign: $10.00 for one year. Single copies, $1.00. When changing address, give the old and the new with postal zone number, if any, and allow five weeks for change. Manuscripts are sent at owner's risk and will be returned only when accompanied by a stamped self addressed envelope. Entered as second-class matter June 25, 1954 at post office at East Stroudsburg, Pennsylvania, under the act of March 3rd, 1879. Title Registered U. S. Patent Office. **INTERIOR DESIGN**, The Decorator's Digest. Copyright © 1958 by Interior Design Publishing Company, Inc. All rights reserved.

Member of Audit Bureau of Circulations

Member of The Associated Business Publications

Meadowcraft

THE ROYALTY OF METAL CRAFTSMANSHIP
...AMERICA'S "FOREVER" FURNITURE

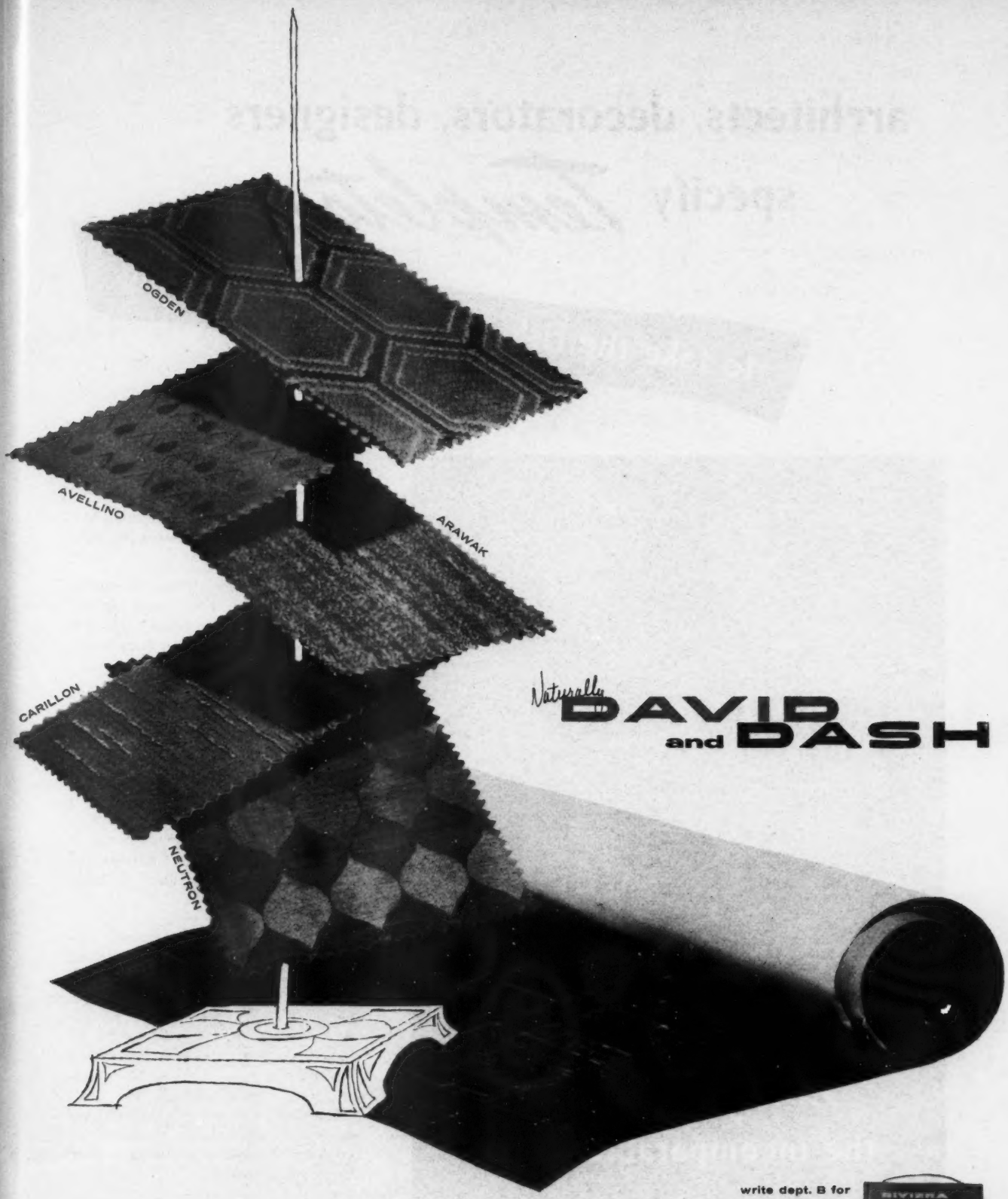


A NEW AND EXCLUSIVE DESIGN
IN 100% CAST ALUMINUM...

BIRMINGHAM Ornamental IRON COMPANY, INC.
4363 First Avenue, North, Birmingham, Alabama

*Patent Applied For

SHOWROOMS:
VANLEIGH . . .323 EAST 44th STREET, NEW YORK
17105-6 MERCHANDISE MART, CHICAGO
274 HOMEFURNISHINGS MART, DALLAS
RAPIDS FURNITURE CO., 90 CANAL ST., BOSTON
SO. EXPOSITION BUILDING ANNEX, HIGH POINT



write dept. B for
upholstery
catalog no. 5845
—only requests on
professional letterheads
acknowledged

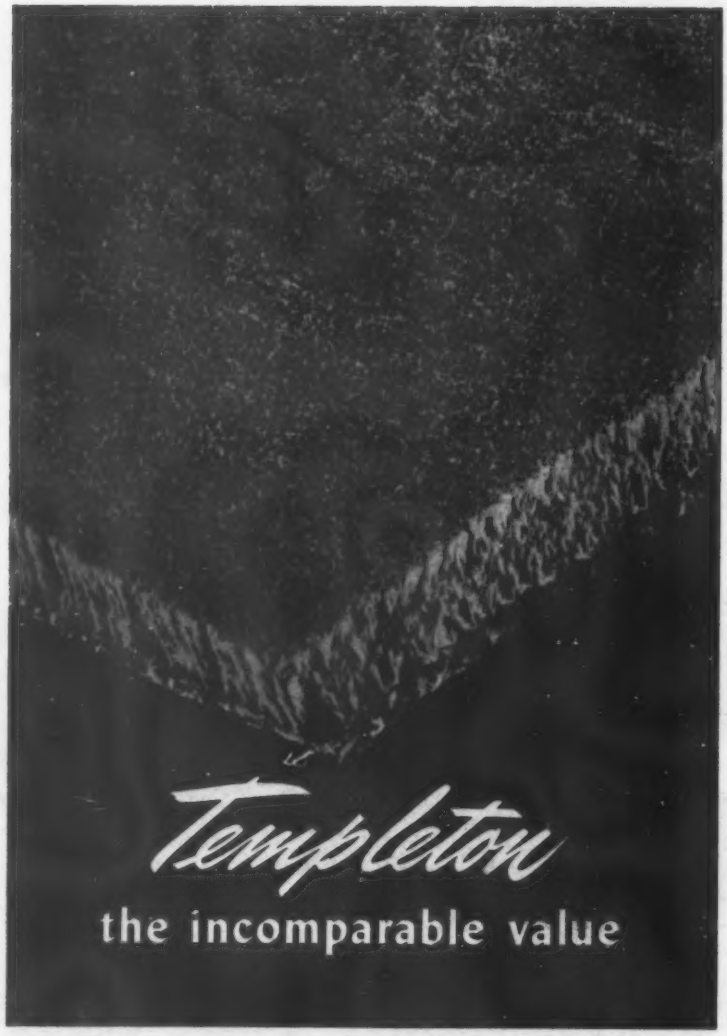
manufacturers and wholesalers of decorator fabrics

International Hdqtrs: 2445 NORTH MIAMI AVENUE • MIAMI 37, FLORIDA

branch showrooms: atlanta • boston • cleveland • houston • los angeles • san francisco • washington • havana, cuba • puerto rico ... *to the trade only*

architects, decorators, designers specify *Templeton*

to take the risk out of carpeting buying



NEW COLORS

All-wool Premier Hardtwist Broadlooms now feature these distinguished new pastel colors: Guardsman Red, Rosy Beige, Light Canary, Light Camel, Light Celadon.

How long-wearing will a carpeting be? How long will it retain its beauty, richness and resilience?

There is no question—when the carpeting is Templeton. For Templeton *dependability* is so world-renowned that it is a truism that Templeton takes every risk out of carpeting buying.

To obtain that rare combination of *luxury* and *value*, specify Templeton Custom Chenilles for residential, commercial and executive spaces.

Templeton Custom Chenilles—the *original* all-wool Chenilles, woven only from the finest East Indian and Scottish Blackface Wools—are available in a large variety of grades and finishes and an unlimited range of colors or color combinations.

All-Wool Plain Perfection Smooth Surface and Premier Hardtwist Broadlooms —less expensive carpeting, yet authentically Templeton in quality—are available in 12′, 15′ and 18′ widths, including a number of new pastel colors, all stocked in New York, for immediate delivery.

Wilton and Axminster Contract Carpets are available in a large assortment of plain and figured stock designs, and also to special order.

Write for cuttings and full information on sample set-ups.

ROBBINS BROTHERS INC.
281 FIFTH AVENUE, NEW YORK 16, N. Y.

Sole U. S. Agents for

JAMES TEMPLETON & CO. LTD.,
GLASGOW, SCOTLAND

LOUIS XVI
FRENCH PROVINCIAL
DIRECTOIRE
BEIDERMEIER
ITALIAN PROVINCIAL
ENGLISH XVIII CENTURY

FOR THE BEDROOM
DINING ROOM
LIVING ROOM

Charming designs...Superb cabinetry...
Exquisite finishes...Attractive pricings
by *RUDER*

MAKERS OF CUSTOM
QUALITY FURNITURE
160 EAST 56 • NEW YORK
BETWEEN LEXINGTON
AND THIRD

Shown: Brockton/Briel Breakfront, Germaine armchair, Dennier pedestal

MEMBER dfm THE DECORATIVE FURNITURE MANUFACTURERS ASSOCIATION

PAUL HANSON CO., INC.

15 East 26th Street
New York

611 Merchandise Mart
Chicago

ACCESSORIES	TELEPHONE	PAGE NO.
Alpine Importers of Calif., 1517 S. LaCienega Blvd., Los Angeles 35, Calif.	OL 5-7192	201
Badertscher, Don, Sunset House Imports, 716A N. La Cienega Blvd., Los Angeles, Calif.	OL 2-0286	87
Borghese, 1231 23rd St., N.W., Washington 7, D. C.	FE 7-4725	220
Cathay Lamp & Importing Co., 1534-A Merchandise Mart, Chicago 54, Ill.	WH 5-1189	178
Decorative Imports, 408 Jackson Sq., San Francisco 11, Calif.	DO 2-0192	209
De Luca, Pino, Importers, 205 E. 49th St., N. Y. 17	PL 5-9294	74
Dunn, John W., Mfg. Co., 7807 S. Lowe, Chicago, Ill.	ST 3-5016	72
Durkee, Fred T., Inc., 470 Jackson Sq., San Francisco 11, Calif.		209
Finesse Display, 220 E. 134th St., Bronx, N. Y.	MO 5-4444	210
Florentine Craftsmen, Inc., 479 First Ave., N. Y. 16	LE 2-3926	197
Goodman-Dean-Scott, 7051 Ravenswood Ave., Chicago 26, Ill.	HO 5-7060	69
Grow & Cuttle, Inc., 6-100 Merchandise Mart, Chicago 54, Ill. and 227 E. 56th St., N. Y. 22	TE 8-3040	211
Hall, Charles, Inc., 1020 Madison Ave., N. Y. 21	RE 7-8660	198
Hargri, Inc., 212-14 W. Kinzie St., Chicago 10, Ill.	MI 2-4885	62-72
Hendricks, Donald, Designs, 13 Wall St., Huntington, N. Y.	HA 1-3377	210
Interiors Import Company, Inc., 783 3rd Ave., N. Y. 17	PL 1-4740	177
Jeral Brass Products, 2625 4th St., Astoria, Queens, N. Y.		174
Leeds, William B., Gallery, 33 Beekman Place, N. Y. 22	EL 5-1828	201
Mottahedeh & Sons, 225 5th Ave., N. Y. 10	MU 5-3050	200
Regent Glass Co., Inc., 969 1st Ave., N. Y. 22	PL 5-9664	213
Taube of Philadelphia, 2317-19 Chestnut St., Phila., Pa.	RI 6-7255	67
Wagner, Sherle, 123 E. 57th St., N. Y. 22	PL 8-3300	13, 172
White, Edward F., 718 No. LaCienega Blvd., Los Angeles, Calif.	OL 2-1436	87
Wieder, Marion, 120 E. 57th St., N. Y. 22	PL 5-6898	67
Wire Frame Shop, 531 W. 51st St., N. Y. 19	JU 6-4239	205
Ziff, Edward H., Importer, 1534-A Merchandise Mart, Chicago 54, Ill.		178

ANTIQUES		
D'Anna Maria, Ltd., 1144 2nd Ave., N. Y. 21	TE 8-6460	206
French Antique Co., The, 200 E. 58th St., N. Y. 22	PL 5-2234	194
Gorham, Richard S., Antiques, 716 No. LaCienega Blvd., Los Angeles, Calif.		87
Kean Associates, Inc., 140 E. 55th St., N. Y. 22	PL 3-8381	188
Roundtree Country Reproductions, 207 E. 58th St., N. Y. 22		205

CLASSIFIED ADVERTISING		220

CLOSET ACCESSORIES		
American Home Accessories Co., (Cecil Rhodes) 686 Lexington Ave., N. Y. 22	MU-8-6568	192

DECORATIVE GLASS		
Dearborn Glass Co., 6600 S. Harlem Ave., Bedford Park, Ill.		29

DRAPERY HARDWARE		
Draw-Matic Engineering Co., 13025 W. McNichols Road, Detroit 35, Mich.		190

FABRICS		
Bergamo Fabrics, 26 E. 56th St., N. Y. 22	PL 1-0470	68
David & Dash, 2445N. Miami Ave., Miami, Fla.	FR 1-6554	7
Dazian's, Inc., 142 W. 44th St., N. Y. 36	JU 2-1800	197
Decorative Fabrics, Inc., 13 E. 53rd St., N. Y 22	MU 8-3572	157
duPont de Nemours, E. I. & Co., Inc., Home Furnishings Merchandising, (Dacron) 350 5th Ave., N. Y. 1	LO 3-6400	31, 90
duPont de Nemours, E. I., & Co., Inc., Home Furnishings Merchandising, (Fabrilite), 350 5th Ave., N. Y.	LO 3-6400	58, 59
Fridek, Stephen, Fabrics, Inc., 310 E. 54th St., N. Y. 22	PL 8-0365	216
Kipp, Maria, 3425 W. 1st St., Los Angeles, Calif.	DO 7-8769	192
Larsen, Jack Lenor, Inc., 16 E. 55th St., N. Y. 22	PL 8-2209	191
Lee, A. H. & Sons, Inc., 501 Madison Ave., N Y 22	EL 5-1711	168
Scalamandre Silks, Inc., 63 E. 52nd St., N. Y. 22	PL 9-2070	2, 3
Schumacher, F., & Co., 60 W. 40th St., N. Y. 18	LO 5-5700	42, 104
U. S. Plywood Corp., ID 12-58, 55 W. 44th St., N. Y. 36	MU 2-1900	27
U. S. Rubber Co, Naugahyde, Mishawaka, Indiana	5-2181	78
ValRori, 212-214 W. Kinzie St., Chicago, Illinois		70
Verde, House of, Inc., 1 E. 54th St., N. Y. 22	PL 3-0740	182

FABRICS PROCESSING		
Perma Dry, 3 W. 17th St., N. Y. 11	WA 4-0877	39
Scotchgard Division, Minnesota Mining & Manufacturing Co., 900 Bush Ave., St. Paul, Minnesota		38

FIREPLACE EQUIPMENT		
Bame, H. A., 210 E. 52d St., N. Y. 22	EL 5-6996	198
Jackson, Edwin, Inc., 159 E. 54th St., N. Y. 22	PL 9-8210	193
Jackson, Wm H., Co., 3 E. 47th St., N. Y. 17	PL 3-9400	209

FLOOR COVERING		
Accent-on-Floors, Inc, 6 E. 53rd St., N. Y. 22	PL 3-4624	206
Bigelow, 140 Madison Ave., N. Y. 16	OR 9-3000	173
Dylan Carpet, 140 E. 55th St., N. Y. 22		192
Feldman, Manuel, Co., Inc., 18 E. 53rd St., N. Y. 22	PL 3-7640	216
Fields, Edward, 509 Madison Ave., N. Y. 22	PL 9-2200	98
Frazier, Don, Inc., 434 N. La Cienega Blvd., Los Angeles, Calif.		213
Holmes, Archibald & Sons, Erie Ave. & K Street, Philadelphia, Pa.	PI 3-6000	83
Jones, L., Co., Inc., 19 E. 53rd St., N. Y. 22	PL 5-4900	183
Karagheusian, A. & M., & Sons, Inc, Commercial Division, 295 5th Ave., N. Y. 16	OR 9-1220	52
Kent-Costikyan, Inc., 305 E. 63rd St., N. Y. 21	TE 8-3120	199
Leonard Carpet Manufacturing Co., 1051 E. 32nd St., Hialeah, Fla.	TU 8-8404	21
and 515 Madison Ave., N. Y. 22	PL 3-2525	21
Manges, Simon, & Son, 575 Madison Ave., N. Y. 22	MU 8-7700	153
Patterson, Flynn & Johnson, 55 E. 57th St., N. Y. 22	PL 1-6414	180
Robbins Bros., Inc., 281 5th Ave., N. Y. 16	MU 9-3612	8
Stark Carpet Corp., 509 Madison Ave., N. Y. 22	PL 4-1070	186
Templeton, James, & Co., Ltd., 281 5th Ave., N. Y. 16	MU 9-3612	8
Treganowan, Ernest, Inc., 49 E. 53rd St., N. Y. 22	PL 5-0330	179
Turner, Priscilla, Rug Guild, Turner, Maine	MU 5-0664	198

FLOORING		
American Biltrite Rubber Co. (Amtico Flooring Division), Trenton 2, N. J.	EX 6-4533	85
Bright, Herbert, Suite 310, 509 Madison Ave., N. Y. 22	MU 8-2851	190
Robbins Floor Products, Inc., 535 5th Ave., N. Y. 17 Tuscumbia, Alabama	MU 2-0148	2nd Cover
Vinyl Plastics, Inc., 1825 Erie Ave., Sheboygan, Wis.	GL 7-5075	196

Continued on page 12

DIRECTORY OF

QUALITY SOURCES

INTERIOR DESIGN

DECEMBER 1958

PURCHASING NOTES

DIRECTORY OF

QUALITY SOURCES

INTERIOR DESIGN

DECEMBER 1958

PURCHASING NOTES

FURNITURE

	TELEPHONE	PAGE NO.
Albano Co., Inc., 307 E. 46th St., N. Y. 17	PL 5-3273	61
Aluminum Furniture by Sandfort, Inc., 127 E. 60th St., N. Y. 22	TE 8-7943	176
Asian Arts, 223 E. 58th St., N. Y. 22	PL 5-2647	175
Atlas Furniture Showrooms Co., 115 E. 29th St., N. Y. 16	MU 5-7065	184
Audi, E. J., 317 E. 34th St., N. Y. 16	OR 9-7580	221
Bagby Furniture Co., The, Exeter & Fleet Sts., Baltimore 2, Md.		47
Baker Furniture, Inc., 305 E. 63rd St., N. Y. 21	TE 2-8640	224
Barber, Robert, Inc., 6 E. 53rd St., N. Y. 22	EL 5-0785	214
Barrett, David, 27 E. 61st St., N. Y. 21	TE 8-5112	213
Beauty Craft Furniture Mfg. Corp., 5510 N.W. 35th Court, Miami, Fla.	NE 5-4431	171
Bibi Furniture Imports, 251 Fifth Ave., N. Y. 16	MU 6-3039	205
Biggs, Furniture by, 900 W. Marshall St., Richmond, Va.	MI 8-8321	182
Birmingham Ornamental Iron Co., Inc., 4363 1st Ave., N., Birmingham, Ala.	LY 2-7233	6
Bodart, Jacques, Inc., 49 E. 53rd St., N. Y. 22	EL 5-6171	1
Brunovan, Inc., 425 E. 53rd St., N. Y. 22	EL 5-2267	203
Chicago Hardware Foundry Co., 59128 Commonwealth Ave., No. Chicago, Ill.	RO 4-9558	188
Colombo, Leopold, & Bros., Inc., 327-329 E. 34th St., N. Y. 16	MU 5-3975	209
Colonial Mfg. Co., Zeeland, Mich.	PR 2-2108	199
Cocheo, 425 E. 53rd St., N. Y. 22	PL 1-2330	219
Continental Metal Furniture Co., 14812 Calvert St., Van Nuys, Calif.		188
Cox, Edna Rymal, 711 N. LaCienega Blvd., Los Angeles 46, Calif.	OL 2-2702	222
Croydon Furniture Co., 41 E. 31st St., N. Y. 16	OR 9-8866	89
Davidson, Ltd., 1622 W. Carroll Ave., Chicago 12, Ill.	CA 6-3393	204
Da Vinci, Inc., 123 W. 23rd St., Hialeah, Florida	TU 8-7585	65
DeGaal & Walker, Inc., 405 E. 62nd St., N. Y. 21	TE 8-7575	195
diLucca, Inc., 1226 2nd Ave., N. Y. 21	LE 5-0005	218
Dinolevi Importers, Inc, 1246 2nd Ave., N. Y. 21	PL 9-0962	211
Directional Showrooms, 41 E. 57th St., N. Y. 22	PL 9-5330	48
Ellis, Jane, 714 No. La Cienega Blvd., Los Angeles, Calif.	OL 2-0430	87
Fabry Associates, Inc., 6 E. 53rd St., N. Y. 22	PL 3-8931	202
Ficks Reed Co., Charlemar Drive, Cincinnati 27, Ohio	BR 1-9011	196
Furniture Craft, Inc., 178 Prince St., N. Y. 12	CA 6-2311	219
Furniture Exhibitors of St. Louis, 912 Lucas Ave., St. Louis, Mo.		82
Furniture Specialties, 316 E. 61st St., N. Y. 21	TE 8-7040	190
Garland Furniture Co., 1144 W. Superior St., Chicago 22, Ill.	HA 1-6011	68
Grand Rapids Upholstery Co., Grand Rapids, Mich.	GL 9-0273	194
Great Eastern Furniture Co., 2395 Pacific St., Brooklyn 33, N. Y.	DI 5-8263	204
Gregori Furniture Corp., Shelbyville, Indiana	EX 8-4431	103
Grosfeld House, Inc., 215 E. 58th St., N. Y. 22	EL 5-3227	173
Hargri, Inc., 212-214 W. Kinzie St., Chicago 10, Ill.	MI 2-4885	62- 72
Jamestown Lounge Co., Jamestown, N. Y.		201
Johnson Furniture Co., 1101 Godfrey St., S.W., Grand Rapids, Mich.	CH 5-1161	56
Karges Furniture Co., Inc., The, Evansville 7, Indiana	HA 5-2291	208
Karpen, Ben, Furniture Co., Inc., 212 E. 51st St., N. Y. 22	PL 5-3450	197
Keller-Williams Furn. Mfg. Co., Inc., P. O. Box 8602, Oklahoma City, Oklahoma	WH 9-6766	72
King Sleep Products, 45 E. 20th St., N. Y. 3	GR 5-6382	221
Kittinger Co., 1893 Elmwood Ave., Buffalo 7, N. Y.	BE 3010	42, 43
Knapp & Tubbs, Inc., 6-187 Merchandise Mart, Chicago 54, Ill.	DE 7-7144	Back Cover
Kyle de Mexico, 1003 2nd Ave., N. Y. 22	PL 5-8170	55
Longacre Furniture Corp., 1 Park Ave., N. Y. 16	OR 9-8444	192
Marforth Showrooms, Inc., 200 4th Ave., Pittsburgh 22, Pa.	EX 1-4762	99
McKenzie Galleries, 3200 W. Dallas, Houston 19, Texas		91
Meldan Furniture Co., 100 Business St., Hyde Park, Boston, Mass. and 351 E. 61st St., N. Y. 21	TE 8-3221	66
Miele, Ralph A., Inc., 341 E. 62nd St., N. Y. 21	TE 8-1777	214
Morell, Armand M., 425 E. 53rd St., N. Y. 22	PL 1-4980	193
Mount Airy Furniture Co., Mount Airy, No. Carolina	383	174
Murray Showroom, 31 W. 13th St., Indianapolis, Indiana		165
New York Furniture Exhibit Corp., 451 4th Ave., N. Y. 16	MU 3-7650	159
Old Colony Furniture Co., Inc., Nashua, New Hampshire	TU 2-9761	28
Olympia Furniture Co., 1805 1st Ave., N. Y. 20	EN 9-2835	185
Prohber, Harvey, Inc., 41 E. 57th St., N. Y. 22	TE 8-8040	41
Rapids, 90 Canal St., Boston, Massachusetts		49
Raynes & Rhine, Inc., 227 E. 56th St., N. Y. 22	PL 5-2710	219
Richards Furniture Showrooms, Inc., 8811 Beverly Blvd.	CR 4-6287	101
Robinson-Johnson Showrooms, Inc., 919 Chattahoochee Ave., N.W., Atlanta, Ga., and 227 E. 56th St., N. Y. 22	PL 5-2710	175
Roitman & Son, 160 S. Water St., Providence 5, R. I.		181
Rhuee, 1026 W. Van Buren St., Chicago 7, Ill.	TA 9-3750	181
Ruder Bros., 160 E. 56th St., N. Y. 22	PL 8-2893	9
Sacks, H., & Sons, 425 E. 53rd St., N. Y. 22	PL 9-4557	206
Sayholt & Cleland, Inc., 325 N. 17th St., Phila., Pa.	BI 6-8724	222
Seroll, Inc., 800 N.W. 166th St., N. Miami, Florida		169
Selig Manufacturing Co, Inc., Leominster, Mass.	MU 4-1245	179
Seminole Furniture Shops, Inc., 300 E. 54th St., N. Y. 22	PL 3-6513	216
Smith & Watson, Inc., 20 E. 55th St., N. Y. 22	PL 3-1462	172
Southeast Wholesale Furniture Co., 100 Spring St., S.W., Atlanta, Ga.		20
Spivack, Leo H., Inc., 460 4th Ave., N. Y. 16	MU 6-6626	210
Statton Furn. Mfg. Co., Dept. ID-58, Hagerstown, Md.	RE 9-0362	22
Stiehl, A. H., 28 W. 20th St., N. Y.	CH 3-5000	93
Stratford House, 443 4th Ave., N. Y. 16	MU 4-2862	180
Stuart, John, Inc., 4th Ave. at 32nd St., N. Y. 16	OR 9-1200	97
Taylor, G. Maxfield, Inc., 1007 Waugh Drive, Houston 19, Texas	JA 6-2766	91
Troy Sunshade Co., The, Troy, Ohio & 1 Park Ave., N. Y. 16	MU 9-4343	17
Vanleigh Furniture Co., 323 E. 44th St., N. Y. 17	MU 4-6700	25
Wheelwright, Richard, Inc., 227 E. 56th St., N. Y. 22	PL 8-0950	3rd Cover
Whitecraft Rattan Furniture, 7350 N. W. Miami Court, Miami 38, Fla.	PL 9-2121	64
Widdicomb, John, 4th Ave., at 32nd St., N. Y. 16	OR 9-1200	15
Widdicomb-Mueller Corp., The, 305 E. 63rd St., N. Y. 21	TE 8-1420	4
Williamsburg Reproductions, Williamsburg, Virginia		42
Winfield House, 67-15 Queens Blvd., Queens, N. Y.	NE 9-4681	215
Woodard, Lee L., Sons, 305 E. 63rd St., N. Y. 21	TE 8-1570	19
Wood & Hogan, Inc., 425 E. 53rd St., N. Y. 22	EL 5-1355	73

FURNITURE, OFFICE

Advance Design, Inc., 45 W. 33rd St., N. Y. 1	LO 4-2226	223
Allwin Office Furniture Co., 6 E. 33rd St., N. Y. 16	MU 4-0970	220
Bright Chair Co., Inc., 545 W. 34th St., N. Y. 16	LO 4-5997	222
Macey-Fowler, Inc., 305 E. 63rd St., N. Y. 21	TE 8-5900	37
Monteverdi-Young, 8815 Beverly Blvd., Los Angeles, Calif.	AN 8-4154	187
Scerbo, Frank, & Sons, Inc., 140 Plymouth St., Brooklyn 1, N. Y.	UL 2-5959	212
Westcort Co., 4 E. 52nd St., N. Y. 22	PL 1-0470	178

LAMP SHADES

Sunbeam Lampshade Co., Inc., 3 E. 28th St., N. Y. 16	LE 2-1830	187
Vitow, Ruth, 923 3rd Ave., N. Y. 22	EL 5-6881	200

LAMPS & LIGHTING

Abels, Wasserberg & Co., Inc., 23 E. 26th St., N. Y. 10	MU 6-0445	86
Arden Lamps, 16 E. 53rd St., N. Y. 22	PL 3-5633	199

(Continued on page 14)

One name stands apart from all the others in the field. Sherle Wagner, the originator of luxury bathroom fixtures...unrivaled in quality, concept and craftsmanship. Illustrated: The Swan Design, a new Sherle Wagner Original in 24 kt. gold plate, available with correlated accessories.

Sherle Wagner, 123 East 57th Street, New York 22, New York. Plaza 8-3300. West Coast Representative: Kneedler-Fauchere, 451 Jackson St., San Francisco; 144 North Robertson Blvd., Los Angeles, Calif., A. Robert Schoen Associates, 108-112 N.E. 39th St., Miami 37, Florida.

Sherle Wagner

LAMPS & LIGHTING	TELEPHONE	PAGE NO.
Arkin, Lucia, 8671 Melrose Ave., Los Angeles 46, Calif.	CR 1-6713	67
Camer Glass, Inc., 305 E. 63rd St., N. Y. 21	TE 8-8575	45
Chapman Mfg. Co., South Braintree 85, Massachusetts	VI 3-2202	195
Chea Lamps, Ltd., Inc., 216 W. Kinzie, Chicago 10, Ill.	MU 4-2032	71
City Knickerbocker, Inc., 781 8th Ave., N. Y. 19	JU 6-3939	183
Cooper, Frederick, Studio, 729 Milwaukee Ave., Chicago 22, Ill.	MO 6-4567	223
Custom-Lite, 33 E. 21st St., N. Y. 10	GR 7-6075	206
duPont-Lohman Co., 8688 Melrose Ave., Los Angeles 46, Calif.	OL 2-0262	69
Excelsior Art Studios, 18 W. 18th St., N. Y. 11	CH 3-8049	222
Globe Lighting Products, Inc., 16 E. 40th St., N. Y. 16	MU 6-2203	81
Hanson, Paul, Co., Inc., 15 E. 26th St., N. Y. 10	MU 3-9814	10
Jay Lighting Mfg. Co., Inc., 7 E. 35th St., N. Y. 16	MU 6-7978	184
Lightolier Co., The, 11 E. 36th St, N Y 16	LE 2-2900	203
Marsh, James R., Fiddler's Forge, Pittstown, N. J.		200
New Metal Crafts, Inc., 812 N. Wells St., Chicago 10, Illinois	SU 7-6991	186
North American Electric Lamp Co., 1550 No. 13th St., St. Louis 6, Mo.	CE 1-2585	216
Perry, Norman, Plymouth, New Hampshire		207
Superior Lamp & Shade Mfrs., 400 E. 51st St., N. Y. 22	PL 5-9813	182
Wahl & Co., Inc., 148 E. 54th St., N. Y. 22	PL 5-2910	208
Weiss, David E., (Antique Lamps), 863 3rd Ave., N. Y. 22	PL 5-1492	180
Weissman, Beth, 46 W. 23rd St., N. Y. 11	OR 5-1760	46
LEATHER		
Adams Leathers, Inc., 530 Madison Ave., N. Y. 22	PL 9-7303	217
American Leather Mfg. Co., 250 Passaic St., Newark 4, N. J.		51
Johnson Leather Co., Inc., 95 Madison Ave., N. Y. 16	MU 3-9390	194
MARTS		
Cleveland Decorative Arts Bldg., The, 1240 Huron Rd., Playhouse Sq., Cleveland 15, Ohio	MA 1-1543	35
Decorative Center Ass'n., The, Dallas, Texas		76
Decorators Arts Center, 305 E. 63rd St., N. Y. 21	TE 8-3050	161
Decorators' Mart, The, 425 E. 53rd St., N. Y. 22	PL 3-5550	57
Decorators Showroom Guild, The Merchandise Mart, Chicago, Ill.		79
Exhibitors, Bldg., The, 325 North Wells St., Chicago, Illinois		102
Jackson Square Ass'n., The, Jackson Square, San Francisco 26, Calif.		94, 95
La Cienega Center, La Cienega Blvd., Los Angeles, Calif.		53
Merchandise Mart, The, Chicago 54, Illinois	WH 4-4141	24
Robertson Center Association, 122 S. Robertson Blvd., Los Angeles 48, Calif.		18
MIRRORS & MIRRORED FURNITURE		
Atlas Mirror & Glass Co., 308 E. 49th St., N. Y. 17	PL 3-9357	220
Milch, D., & Son, Inc., 238 E. 44th St., N. Y. 17	MU 2-1360	202
Newcomb, F. J., Company, Inc., 208 E. 52nd St., N. Y. 22	EL 5-3174	179
MOULDINGS		
Bendix Mfg. Corp., 192 Lexington Ave., N. Y. 16	MU 6-3395	204
PICTURES		
Papalia, James, 46 Silleck St., Clifton, N. J.	AR 4-9184	171
PICTURE FRAMING		
Toberoff, M. & Co., Inc., 130 Lexington Ave., N. Y. 16	MU 9-0440	219
PICTURES & PAINTINGS		
Alden, J., Studios, 1112 2nd Ave., N. Y. 22	PL 3-3677	199
Saxon & Clemens, 214 E. 53rd St., N. Y. 22	PL 9-5791	212
Sungott Art Studios, 35 W. 26th St., N. Y. 10	MU 4-3784	69
PUBLICATIONS		
Farrar, Straus & Cudahy, Inc., 101 5th Ave., N. Y. 3	OR 5-3000	75
SCREENS		
Interiors by Mayor, 266 Water St., N. Y. 7	WO 2-2776	191
SCHOOLS		
Chicago School of Interior Decoration, Dept. 1229, 835 Diversey Pkwy., Chicago 14, Ill.	EA 7-9120	196
Interiors Workshop, 220 E. 34th St., N. Y. 16	OR 9-6346	201
SCULPTURE		
Krumpe, Edward, Inc., 242 E. 58th St., N. Y. 22	PL 9-6051	202
SERVICES		
Allied Board of Trade, Inc., 350 Madison Ave., N. Y. 17	MU 2-4372	218
Decorators Service for Decorators, 501 Madison Ave., N. Y. 22	PL 3-1860	211
Decorators' Showroom, 440 N. Wells St., Chicago, Ill.	SU 7-4994	185
SHADES, BLINDS & DRAPERIES		
Magic City Shade & Drapery Corp., 297 N.E. 67th St., Miami 38, Florida	PL 7-4538	72
SHELVES		
Shelves Unlimited, 127 Greene St., N. Y. 12	AL 4-4676	210
SHUTTERS		
Justice Mfg. Co., Inc., Hiawatha, Kansas		176
Pinecrest, Inc., 400 1st Ave., No. Minneapolis, Minn.	FE 2-4506	207
Shutter Modes, 1046 3rd Ave., N. Y. 21	TE 8-4990	194
Shutters Unlimited, 1054 2nd Ave., N. Y. 21	TR 7-6020	205
U. S. Shutters, 420 W. 45th St., N. Y. 36	CO 5-1865	202
UPHOLSTERY SUPPLIES		
Mobay Chemical Company, Dept. ID-3, St. Louis 4, Mo.		60
WALL COVERING		
Bowen, Louis W., Inc., 509 Madison Ave., N. Y. 22	PL 9-7989	217
Fine Art Wallpaper Co., Inc., 585 Madison Ave., N. Y. 22	PL 3-7513	77
Galligan-Owen, Inc., 515 Madison Ave., N. Y. 22	EL 5-1518	184
Gilford Leather Co., Inc., 515 Madison Ave., N. Y. 22	PL 3-7128	177
Jones & Erwin, Inc, 15 E. 57th St., N. Y. 22	PL 9-3706	187
McClelland, Nancy, Inc., 15 E. 57th St., N. Y. 22	PL 3-8376	215
Owen, Margaret, Inc., 515 Madison Ave., N. Y. 22	EL 5-1672	176
Pippin Papers, 513 Madison Ave., N. Y. 22	PL 1-2536	208
Poli Castro Papers, Ltd., 138 So. Columbus Ave., Mount Vernon, N. Y.		197
Van Luit, Albert, & Co., 4000 Chevy Chase Dr., Los Angeles 39, Calif.	CH 5-5106	16
Winfield Design Associates, 447 Minna St., San Francisco 3, Calif.	EG 2-5259	32-34
WOODWORKING		
Wood Interiors by Joseph, 38 E. 57th St., N. Y. 22	MU 8-6380	203
WOVEN-WOOD PRODUCTS		
Cal-Craft Wood Fabrics, 407 Jackson Sq., San Francisco 11, Calif.	DO 2-7096	214
Tropicraft, 568 Howard St., San Francisco 5, Calif.	YU 2-4157	189

DIRECTORY OF

QUALITY SOURCES

INTERIOR DESIGN

DECEMBER 1958

PURCHASING NOTES

Grand Rapids / New York / Philadelphia / Pittsburgh / Cleveland / Chicago / Indianapolis / St. Louis / Minneapolis / Los Angeles / San Francisco / Toronto

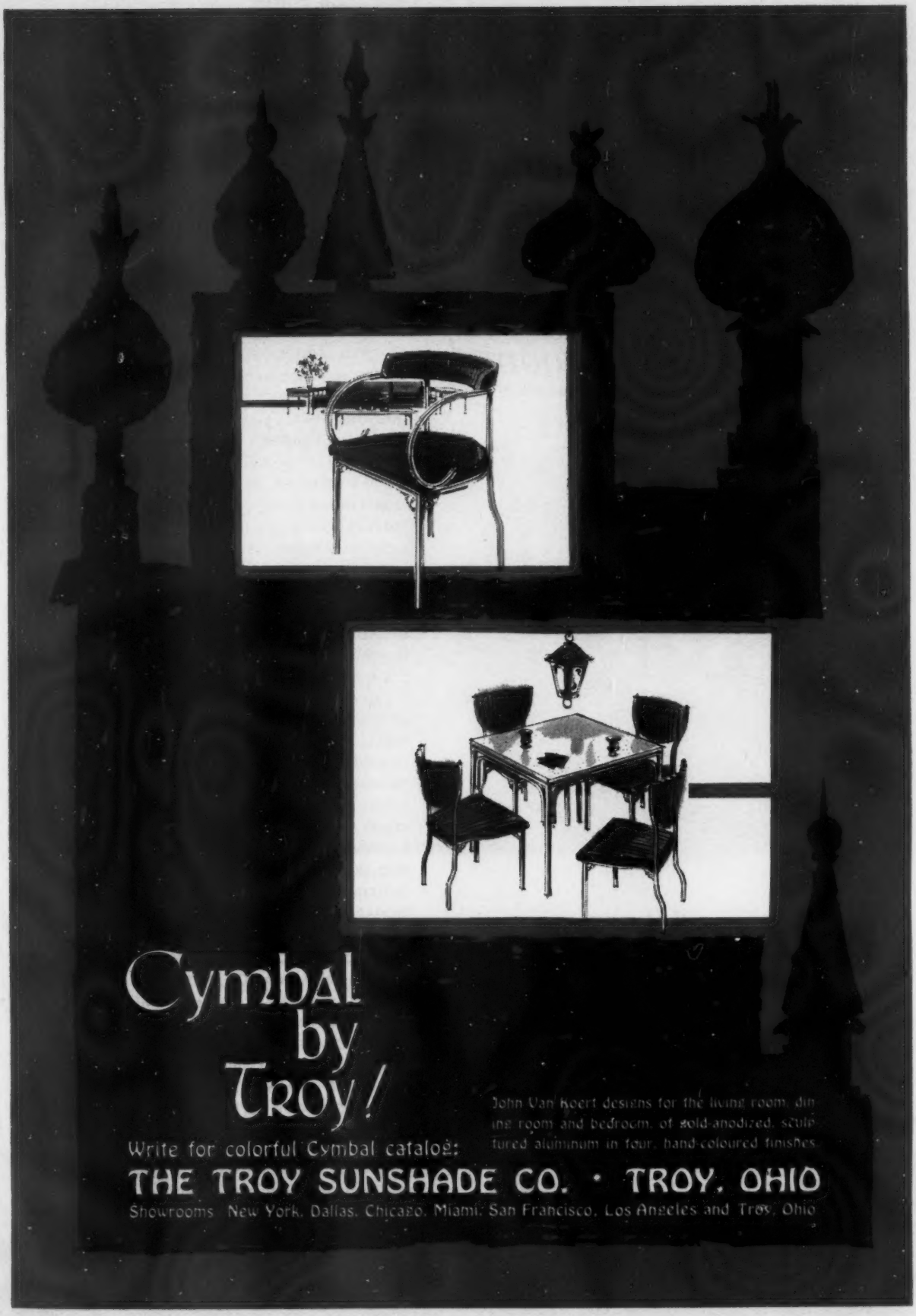
The same artistry that is reflected in the finest interior decoration is also found in the beautiful wallpapers by Albert Van Luit.

VAN LUIT
"Classic Arches"
IN AN INTERIOR BY
SLOANE'S-BEVERLY H

Albert Van Luit & Co.
WALLPAPER

SHOWROOMS: New York / 515 Madison • Chicago / 325 N. Wells • Los Angeles / 104 S. Robertson
Distributors: Dwoskin, Inc. / Atlanta & Miami • Ray Jacobs Co. / Houston & Dallas • Wallpapers Inc. / San Francisco

4000 CHEVY CHASE DR. • LOS ANGELES 39
2908 Euclid Ave. • Cleveland 15


Cymbal by Troy!
John Van Koert designs for the living room, dining room and bedroom, of gold-anodized, sculptured aluminum in four, hand-coloured finishes
Write for colorful Cymbal catalog:
THE TROY SUNSHADE CO. · TROY, OHIO
Showrooms: New York, Dallas, Chicago, Miami, San Francisco, Los Angeles and Troy, Ohio

Around the world in 80 showrooms!

. . . the largest concentration of the world's finest decorative sources in one shopping area!

FOR DIRECTORY OR INFORMATION CONTACT:

ROBERTSON CENTER ASSOCIATION OFFICE

122 SO. ROBERTSON BOULEVARD, SUITE 201

LOS ANGELES 48, CALIFORNIA

ROBERTSON CENTER

DOROTHY BALL, 106 No. Robertson
E. C. BONDY, 105 So. Robertson
BOYER-BROWN, INC., 151 No. Robertson
MAX BURTON, 130 So. Robertson
CARO & UPRIGHT, INC., 101 No. Robertson
CLARK & BURCHFIELD, INC., 122 So. Robertson
JAY CLARK, 110 So. Robertson
ROBERT CROWDER, LTD., 110 No. Robertson
DAZIAN'S OF CALIF. INC., 318 So. Robertson
DECORATIVE CARPETS, INC., 144 No. Robertson
DEVEREAUX PRODUCTS CO., 107 No. Robertson
DIRECTIONAL, INC., 8950 Beverly Blvd.
LEONARD DOTSON, 114 No. Robertson
DUNBAR FURN. CORP. OF IND., 8745 West Third St.
GREEFF FABRICS, INC., 135 No. Robertson
GEFFMAN FABRICS, 109 No. Robertson
BETTINA HANSON, 115 No. Robertson
S. HARRIS & CO., INC., 123 No. Robertson
HUDSON-RISSMAN, 8831 Beverly Blvd.
JADE TREE OF LAGUNA BEACH, 140 So. Robertson
JOFA, INC., 100 No. Robertson
KNAPP & TUBBS, INC., 8778 Beverly Blvd.
KNEEDLER-FAUCHERE, 144 No. Robertson
BORIS KROLL FABRICS, INC., 142 No. Robertson
RICHARD LAWSON, 125 No. Robertson
MARTIN LOWITZ, 8919 Beverly Blvd.
TERESA McLAUGHLIN, 501 No. Robertson
L. ANTON MAIX, INC., 144 No. Robertson
N. LESLIE MARKS & CO., 138 So. Robertson
EL MERRIAM, 112 So. Robertson
BILL MEYER LAMPS*, 8671 Melrose
TED MEYER, INC., 119 No. Robertson
MEYER-GUNTHER-MARTINI, 8807 Beverly Blvd.
HERMAN MILLER FURN. CO., 8806 Beverly Blvd.
MURALS, INC., 107 So. Robertson
ODENHEIMER & BAKER, 137 No. Robertson
OFFICE INTERIORS, 8751 Beverly Blvd.
ALBERT PARVIN CO., 120 No. Robertson
CLINTON F. PEETS, 144 No. Robertson
PINDLER & PINDLER, 156 So. Robertson
QUILTER'S INC., 8711 West Third St.
RICHARD'S SHOWROOMS, INC., 8840 Beverly Blvd.
JENS RISOM DESIGN, INC., 144 No. Robertson
JOHN ROLLER, INC., 108 No. Robertson
CARROLL SAGAR & ASSOC., 8833 Beverly Blvd.
HERMAN SCHLORMAN, 8820 Beverly Blvd.
F. SCHUMACHER & CO., 146 No. Robertson
JAMES STEWART, 143 No. Robertson
C. W. STOCKWELL CO., 103 So. Robertson
STROHEIM & ROMANN, 133 No. Robertson
MORTON SUNDOUR CO. INC., 105 No. Robertson
J. H. THORP & CO. INC., 131 No. Robertson
TROPIC TREASURES CO., 116 So. Robertson
ALBERT VAN LUIT & CO. INC., 104 So. Robertson
VOGUE LIGHTING CO. INC., 8908 Beverly Blvd.
WALTER FABRICS, 8801 Beverly Blvd.
WEBB TEXTILES, INC., 313 No. Robertson

All showroom addresses are Los Angeles 48, unless indicated by an asterisk* in which case it is Los Angeles 46.

SCAVULLO STUDIO

style authority in wrought iron

Woodard

Pinecrest—a design of great simplicity yet definite elegance . . . a design to build a room around indoors . . . to grace your terrace outdoors. Parkerized, as is all Woodard furniture, for rust-protection.

LEE L. WOODARD SONS OWOSSO, MICHIGAN

505 EAST 63 STREET, NEW YORK · 1619 MERCHANDISE MART, CHICAGO

92 NEWBURY STREET, BOSTON · 612 SUTTER STREET, SAN FRANCISCO

1151 NORTH ROBERTSON BOULEVARD, LOS ANGELES

A HALF MILLION DOLLARS WORTH OF $500,000.00

Fifty Fine Furniture Lines

Baker

Paul McCobb

Georgetown Galleries

Kindel

Grand Rapids Chair

Salterini

Widdicomb

Ficks-Reed

Sligh

Weiman

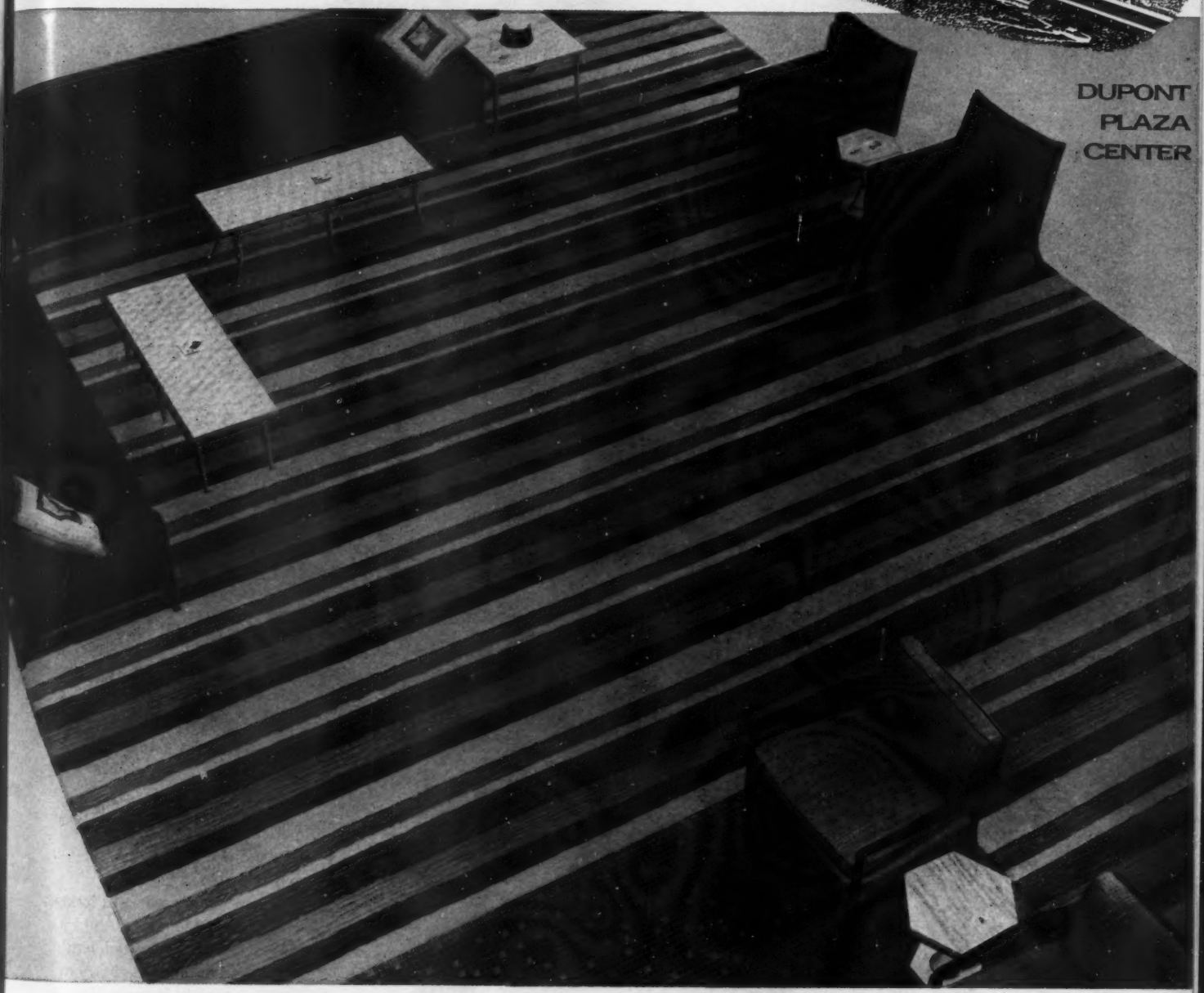
and 40 Others

The most discriminating decorator, the most "difficult" customer, will find a perfect solution at the South's Largest Showroom

Southeast Wholesale
FURNITURE COMPANY
100 Spring St., S.W.
Atlanta, Georgia
(1 block South Terminal R.R. Station)

THE MOST DISTINCTIVE HOTELS CHOOSE

DISTINCTIVE CARPETING BY Leonard


DUPONT
PLAZA
CENTER

The lobby of the strikingly modern new Dupont Plaza Center Hotel, Miami, Florida. Carpeting designed by Henry End, A.I.D., I.D.I. Furnishings by Straus-Duparquet, Inc., New York.

America's top decorators depend on carpeting by Leonard—the finest quality custom-made carpeting in the industry—at the most competitive prices on the market! This is a whole new concept in the field of custom carpeting. With Leonard's unique operation, there is no carpet order that cannot be filled—regardless of style, design, color, size, or shape! And whatever it is, it will be the height of elegance, because Leonard's uses nothing but wool—the finest in the world—and their craftsmen have been trained for years in this exacting work! And it will be distinctively "yours", because every inch of Leonard carpeting is one-of-a-kind, custom-made only to the order of interior decorators, interior designers, and architectural decorators.

Leonard

CARPET MANUFACTURING COMPANY
1051 EAST 32nd STREET, HIALEAH, FLORIDA

Write for the name of distributor nearest you
Showrooms in principal cities:

NEW YORK CITY	MIAMI	HIALEAH	PHILADELPHIA	ST. LOUIS	CHICAGO	NEWTON CENTRE, MASS.
SHOWROOM	FACTORY SHOWROOM	FACTORY SHOWROOM	FOREST C. GEARHART, INC.	ANCHOR FLOOR COMPANY	FLOOR AND WALL FASHIONS	BEACON FLOOR COVERINGS
215 Madison Avenue	100 N. 40th Street	1051 East 32nd Street	2003 Walnut Street	8502 Olive Street Road	325 North Wells Street	1296 Centre Street
PLaza 3-2525	PLaza 4-7966	TUxedo 8-8404	LOcust 7-1491	WYdown 3-1581	SUperior 7-7401	LAsell 7-1773

the one perfect period

STATTON
Trutype
AMERICANA

Our re-interpretations of Early American classics preserve the purity of the originals. Yet, they are rescaled to fit today's homes, re-engineered to fit today's living and storage needs. And, obviously, they are crafted with care and pride. In solid cherry or maple in a variety of warm, wonderful finishes. For your free copy of the complete Statton catalog, write today to Dept. ID

STATTON FURNITURE MFG. CO.
HAGERSTOWN, MARYLAND

SHOWROOMS: A. H. Stiehl Co.
28 West 20 Street, New York
Exhibitors Building, Grand Rapids
242 Furniture Mart, Chicago*
Decorative Center, Dallas
*Fridays only or by appointment.

Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS

That Spanish Look

The romantic look of Spanish lace identifies a striking collection of handmade, wire furniture and accessories at David Barrett, 27 East 61st Street, New York, a new showroom filled to the brim with exciting and imaginative designs. The imported wire group in black, white and colors is inspired by antique models and follow in every detail the exotic filigree handiwork of the originals. Included are arm and occasional chairs, card and dining tables, headboards and lighting fixtures with many more items yet to come. The furniture and accessories, both antique and reproduction, are culled from the best of every period represented, distinguished by a highly original one-of-a-kind character. Here you'll find such attractive pieces as an Italian Directoire *semainier* with brass hardware, cocktail tables with simulated bamboo frame and removable brass tray top, a fruitwood table with parquet top and six accompanying Chippendale-type carved chairs with parquet seats. And accessories include an old Parliamentary wall clock, an old wood carrousel horse painted bright yellow, a rare giant telescope on a brass tripod stand, and a rocker made by hand in cane and bentwood, rounding out a provocative collection of antiques and reproductions.

Custom Bedspreads

Interior designers searching for a really good custom-bedspread source will make note of a new service now available at the S. M. Hexter Co., 509 Madison Avenue, New York. The firm offers a striking collection of bedspreads, coverlets and dust ruffles designed and created by the Ottavia workrooms, with flexibility in choice of both designs and materials. Such handcrafted style features are included as hand-quilted floral, stripe, box and *Greek Key* motifs on coverlets which are lined with fine cotton backing for extra loft, and there is excellent precision workmanship in the knife- and box-pleated dust ruffles, in both shirred and flounced skirt models. Fabrics comprise 100% silk taffetas, cottons, silk and bemberg blends, all equally exciting for their sparkling color nuances. In addition to an extensive color range, special order colors are available with a 50-yard minimum purchase. A comprehensive brochure as well as a sample kit of color swatches is available. The cost of the kit is $4.50.

Inspiration—Orient

Furniture and accessories richly imbued with Oriental symbolism is the nucleus of an exciting exhibition on

view at the Asian Arts showroom, 223 East 58th Street, New York. Exotic granite stone lanterns in various shapes and sizes, handcarved by craftsmen in the century-old tradition, are displayed, electrified for use either indoors or out. Also found here is one of the largest collections of authentic shoji panels for windows, doors or free-standing room-dividers, handmade of Japanese cypress and unusual for their intricate pieced fretwork in floral, star or lightning motifs. Other items of unusual interest include fascinating statuary in copper and bronze, old iron lanterns and braziers, as well as elegant Chinese furniture in sturdy rosewood—nests of tables, chairs, chow benches, commodes and chests, the latter handsomely decorated with brass hardware. A catalog is available on request.

New Look in Bedroom Décor

Metal furniture for bedrooms keynotes an exciting display of Creative Metal Products, Inc., now shown exclusively through The Head-Bed Co., Inc., 976 Third Avenue, New York. The group includes headboards as well as night-tables and benches, attractively well priced for their unusual design features. The headboards are especially charming, combining style with precision craftsmanship in a variety of materials and sizes made to order for the well-dressed bedroom. A striking model, for example, is in white wrought iron and cane for a crisp touch; another, more decorous in feeling, features delicately forged iron scrolls, brass rosette-and-ball trim for a feminine effect. There are also a number of all-brass styles with fine filigree detail, in addition to simple tailored versions. Handsome night tables carry out the same quality of simple elegance with contrasting shelves of white Formica.

Luxury Suede for Walls and Upholstery

Woolsuede, the new 52", 100% wool fabric produced by The Felters Co., Empire State Building, New York, is rapidly proving its popularity as a top-quality upholstery and wall covering material. Appealing style features, such as rich, lustrous surface with exceptional purity and vibrancy of color, as coordinated by Everett Brown, A.I.D., make it highly desirable as a striking, high-fashion material with many practical ingredients recommending its use, including resistance to soil and water stains, ease of maintenance, and the fact that it is mothproof. *Woolsuede* for walls has heavy paper backing for use with ordinary wall paste, comes in 22" widths for convenience of handling, and when applied to walls offers high acoustic properties. The 35 colors available include bittersweet, Siamese pink, claret, sunset, copper, acid green, moss, topaz, beaver, saffron and English lavender. A useful swatch book is available at $2.00 a copy.

Continued on page 26

SHOWPLACE

where more home furnishings are displayed than in any other single location in the world!

While attending The International Home Furnishings Market in Chicago, Jan. 5-16, visit the 6th floor where America's finest furniture designs are on display.

THE MERCHANDISE MART

metamorphosis...
EAST 44th STREET, NEW YORK 17, N. Y.

1

2

Market Spotlight

continued from page 23

From the Summer Furniture Market

1—Troy Sunshade's new *Surf* collection features simple metal bases finished in a choice of gold anodized or bright anodized aluminum, contrasted with driftwood finish of Philippine mahogany; occasional tables, such as wedge version shown, and dining are available with or without umbrella holes.

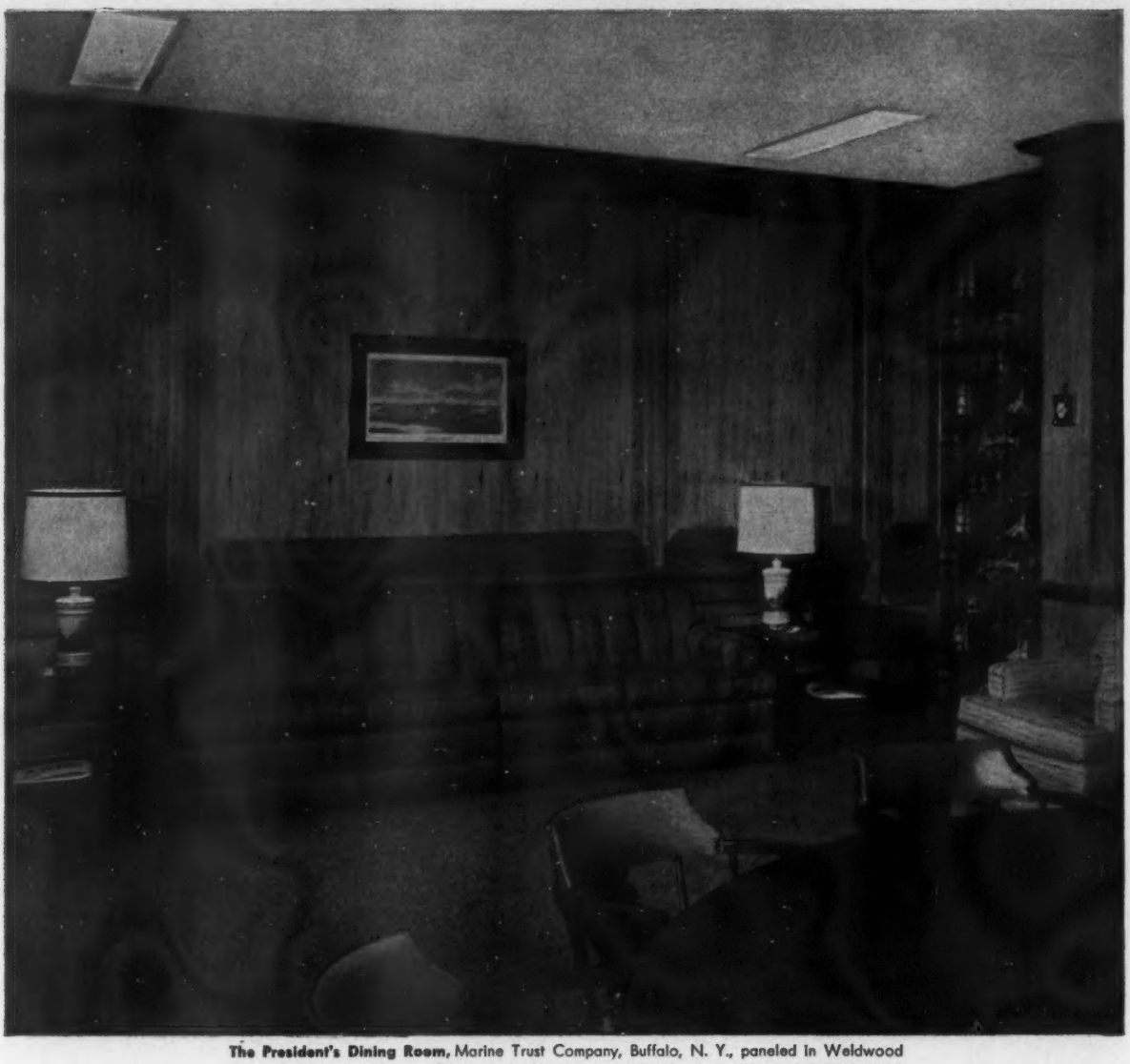
2—Birmingham Ornamental Iron Company has introduced new *Embassy* group of 100% cast aluminum, combining French and Hepplewhite design features; 40″ x 66″ table is also available in 54″ diameter version, can be extended to banquet length by combining with consoles as shown in photograph; frame colors include flat black, citron yellow, carnation pink, mist green, antique green, satin white and sky blue.

3 & 4—New *Mandalay* collection designed by John Wisner for Ficks Reed features variety of seating units distinguished by "ox-bow" stretchers and flaring arms, is shown in new "Santan" finish (grayed sandy-beige); round coffee table has top of cast plastic in jadestone finish; six-foot room divider features lacquered cabinet suitable for television or hi-fi, boasts hand-carved Ranma panel inset of incensed cedar.

Continued on page 30

3

4



The President's Dining Room, Marine Trust Company, Buffalo, N. Y., paneled in Weldwood Algoma Grade Architectural Butternut. Architects: James, Meadows, and Howard, Buffalo, N. Y.

Butternut paneling—one of over 70 mood-setting woods by Weldwood

The unique beauty of real wood paneling by Weldwood, as exemplified by this handsome butternut, offers you design possibilities without limit. The rich dignity of imported mahoganies or American walnut, the warmth of cherry, the modern appeal of blond woods like Korina® and birch are but a few of the woods available for the individual mood you wish to create. Each comes in superbly cut and matched panels of subdued or accentuated grain patterns that lend personal character to a room.

Of equal importance to your client is the virtual absence of any maintenance cost. Never again need a wall be replastered, repainted or repapered once it is covered with one of the more than 70 woods by Weldwood—each guaranteed for the building's life. See Weldwood paneling at any of 115 Weldwood branch showrooms in the United States and Canada. New York showroom: 55 West 44th Street.

WELDWOOD® Wood Paneling

Product of **UNITED STATES PLYWOOD CORPORATION**
In Canada: Weldwood Plywood, Ltd.

SEND FOR FREE NEW IDEA BOOKLET

United States Plywood Corporation ID12-58
55 West 44th Street, New York 36, N. Y.

Please send me, at no obligation, a free copy of "Functional Beauty For Business and Institutional Interiors," which has 28 pages of idea photographs showing Weldwood paneling in offices, stores, and institutions.

Name.....

Firm.....

Address.....

City.....**Zone**....**State**.....

SCHOOL OF FINE ARTS UNIVERSITY

The Ansley Bench

Functional, with chaste simplicity. . . . These two basic requisites of modern living and modern taste blend exquisitely in this charming mahogany bench with attached down cushion. Sliding formica shelves. Brass casters provide effort-free mobility.

Old Colony
Furniture Company, Inc.

NASHUA, NEW HAMPSHIRE

The most beautiful glass in the world

GLAS-
-WICH®

Presents...
A new concept in Interior Decoration!

What an exciting touch of decorative genius Glas-Wich brings to commercial interiors and exteriors . . . to homes, offices and institutions. A strong, durable safety glass into which beautiful inserts are laminated, Glas-Wich not only harmonizes with, but complements any decor . . . from the most lavish, ornate setting to the simplest lines of the modern form. Glas-Wich can also be used in cocktail lounges, conference rooms, lobbies, hotels . . . in fact, *anywhere* you want to inject a new concept in interior decoration!

Write today for your free copy of our colorful Glas-Wich brochure.

DEARBORN GLASS CO. 6600 SOUTH HARLEM AVENUE • BEDFORD PARK, ILLINOIS

1

2

Market Spotlight

continued from page 26

From the Summer Furniture Market

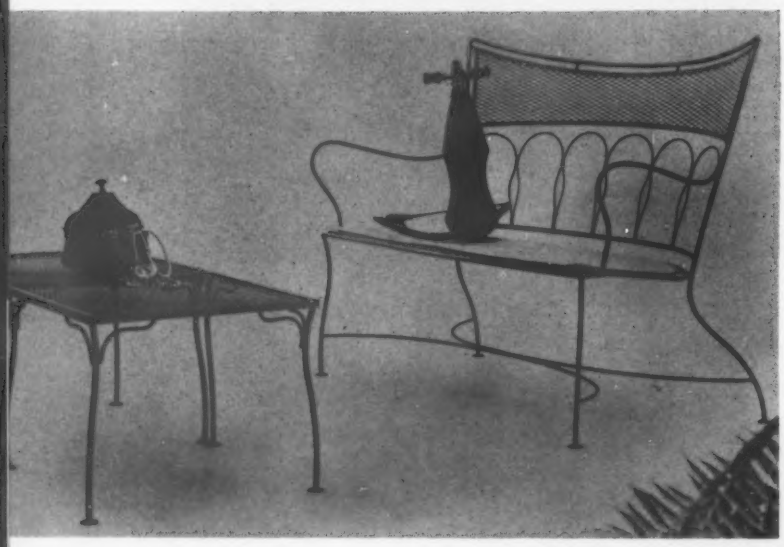
1 & 2—The McGuire Company's new redwood garden furniture features chairs, sofas and tables of clear redwood carved in a bamboo motif; frames are repellent to warping and impervious to mildew, rot and termites; available in choice of weathered finishes and with plastic foam cushioning in a selection of zippered upholstery.

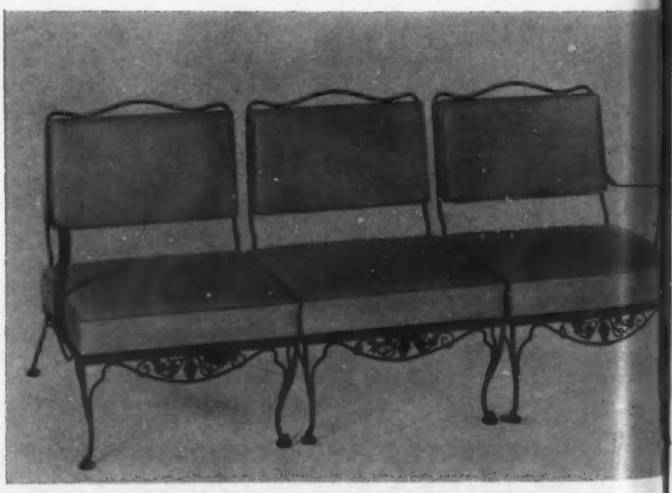
3—New addition to Salterini's "Sta-Out" groups is *Minaret* collection designed by Joanne Burke who features graceful arch motif on back of loveseat; coffee table, shown here in a pair can be used as dining bench, ottoman or occasional table or stacked for convenient storage; available in eleven handrubbed colors including hyacinth.

4 & 5—Lee L. Woodard's new *Vintage* group features a grape motif, is modestly priced and introduces two new finishes: honeysuckle, a white rubbed with chartreuse, and holly green.

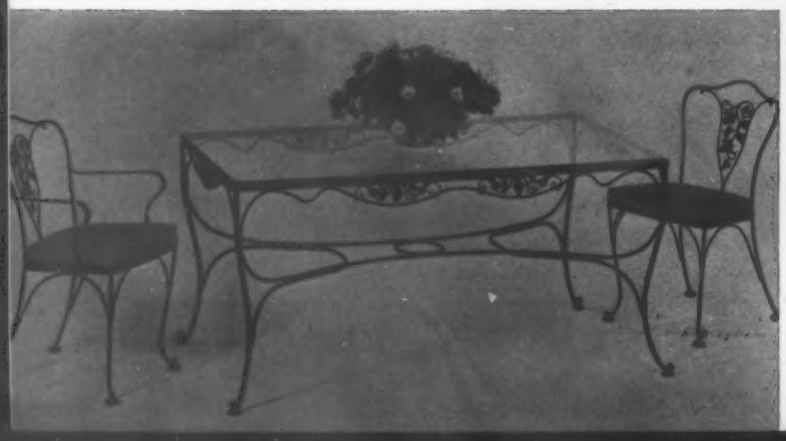
Continued on page 36

3





4-5



Fabrics shown available to decorators and architects in the following cities: Atlanta, Boston, Buffalo, Chicago, Cleveland, Dallas, Dayton, Denver, Detroit, Los Angeles, Miami, Minneapolis, New York, Philadelphia, San Francisco. Write E. I. du Pont de Nemours & Co. (Inc.), Room 416, 350 Fifth Avenue, New York, N. Y., for specific decorative jobber in your city.

Highlight your windows with the soft lustre of casement and draperies in blends of DACRON® POLYESTER FIBER

Just a hint of glint is reflected in these lovely casement and drapery fabrics . . . in key with the soft-lustre look of today's decorating trend. All these fabrics have the easy care and long wear of "Dacron"* polyester fiber, beautifully combined with shimmering rayon or silk. Warps of "Dacron" in these fabrics enable them to stand up to open-window weather . . . keep them from sagging or stretching. See these fabrics in a wide selection of colors and textures soon.

*"Dacron" is Du Pont's trademark for its polyester fiber. Du Pont makes fibers, does not make the fabrics shown.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT

REG. U. S. PAT. OFF.

On the opposite page is a sample from a new group of wallcoverings. We proudly announce this new group to you.

The **ARCHITECTURAL COLLECTION**

BOOK ONE

The same original handmade process which produces Winfield Foils has been employed to create the Architectural Collection. Result: a look of richly beautiful architectural materials. The rare depth of color, the spark of third dimension are washable — because of a new Winfield development called VinyLock.

There are twenty colorways in the collection. All of them are as surprisingly new as the sample shown. Our distributors will have them on display for the January Market. Won't you come in and see them? Or, may they send you a sample book?

DISTRIBUTORS

LOUIS W. BOWEN, INC.
New York City

DWOSKIN, INC.
Atlanta • Miami

ROY JACOBS COMPANY
Houston • Dallas

DISTRIBUTORS

DENST & SODERLUND ASSOCIATES, INC.
Chicago

WALLPAPERS INC.
San Francisco
Seattle

JAY CLARK
Los Angeles

WINFIELD PAPERS

FOR DETAILED INFORMATION ABOUT THE ARCHITECTURAL COLLECTION, PLEASE TURN THE SAMPLE PAGE ►

This is an actual sample. The colorway is No. 2510 Blue Grotto.

The ARCHITECTURAL COLLECTION

Why is it new? Because Winfield's VinyLock process permits a depth of color for these handmade papers impossible to obtain by printing.

How is it made? The papers are first impregnated with a specially formulated vinyl plastic — each roll is carefully textured by hand — and to achieve the depth of color characteristic of Winfield Papers, three applications are necessary during the texturing. Oven drying after each of these puts the "lock" in VinyLock.

What is the size and how is it hung? The Winfield Architecturals are available in standard wallpaper rolls, to be hung as any conventional wallpaper.

What about sample books? Sample books are available for all the Winfield Papers collections. Just fill out the order form at the bottom of the page and mail to the distributor in your territory. The names of distributors and sample book specifications are below.

The Architectural Collection, Book One, a 6"x 8" softcover book containing twenty colorways	$ 1.00
The Foil Collection, Books Two and Three combined, a 6"x 8" softcover book containing thirty colorways	$ 1.00
The complete Winfield Papers Foil and Architectural Collections in a handsome 20" x 13" Multo-ring binder with text and illustrations. Samples are mounted on double weight cover stock for easy removal and display . .	$15.00

Sample books will be ready for shipment about February 1st

New York and New England	LOUIS W. BOWEN, INC., Showroom: 509 Madison Avenue, New York 22. Order department: 37-06 Thirty Sixth Street, Long Island City 1, New York
Midwest	DENST & SODERLUND ASSOCIATES, INC., 148 East Ontario, Chicago 11
South	DWOSKIN, INC., 763 Peachtree Street, N. E., Atlanta, and 4029 North Miami Avenue, Miami 37
Southwest	ROY JACOBS COMPANY, 3805 Main Street, Houston 2, and 2518 Cedar Springs, Dallas 1
Pacific Northwest	WALLPAPERS INC., 463 Jackson Square, San Francisco, and 1705 Olive Way, Seattle 2
Southern California, Las Vegas, and Arizona . .	JAY CLARK, 110 South Robertson Boulevard, Los Angeles 48

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

WINFIELD PAPERS

Distributor _____

Please send me the Winfield Papers sample books indicated below.

- ☐ Architectural Collection, Book One . . . . . $ 1.00
- ☐ Foil Collection, Books Two and Three combined . . . . . $ 1.00
- ☐ The complete Winfield Papers collections $15.00

My check is enclosed.

Name _____

Firm _____

Address _____

City and State _____

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

FOR

NEW COMPLETE
DISPLAY FACILITIES
for Northern Ohio Decorators
UNDER ONE ROOF...

Decorators now may show
customers . . . in attractive settings
. . . the comprehensive lines
of America's leading manufacturers
of fine furniture, drapery and upholstery fabrics,
wall papers and floor coverings.

Complete factory displays by:

F. Schumacher & Co.
Waverly Fabrics
Albert Van Luit & Co.
fine wall-papers
Rugcrofters
Custom Floor Covering
Baker Furniture
John Widdicomb Co.
Widdicomb Furniture Co.
Johnson Furniture Co.
Harvey Probber
Ficks Reed Co.
Loeblein
Wm. A. Berkey
Scroll solid Aluminum
Mount Airy Furniture Co.
Michigan Seating Co.
Stembridge Mfg. Co.

THE CLEVELAND
DECORATIVE ARTS BUILDING
1240 HURON ROAD, PLAYHOUSE SQUARE,
CLEVELAND 15, OHIO • MA 1-1543

Market Spotlight

continued from page 30

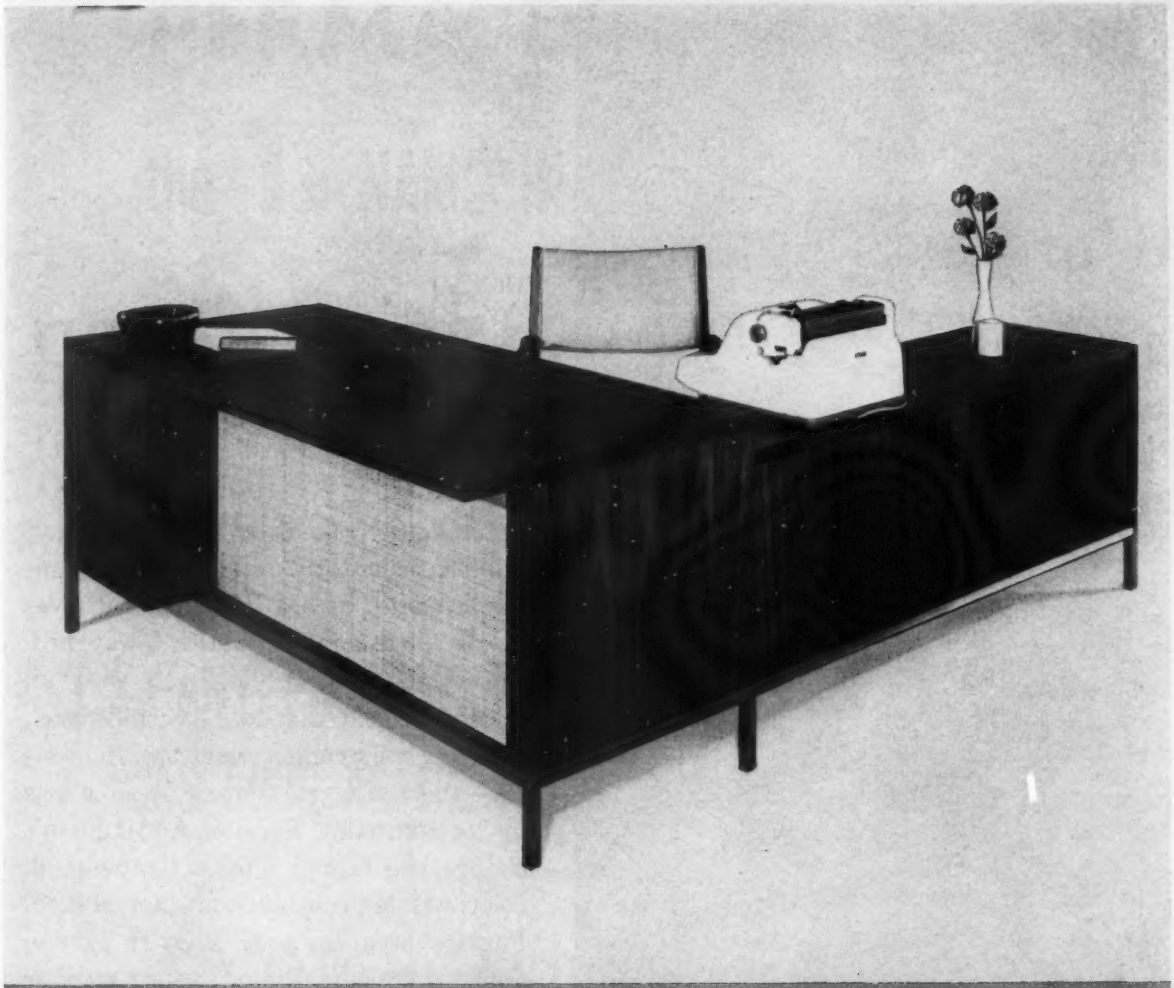
Cosmopolitan Wall Design

Drawing on the culture of many periods and places, Murals Inc., 16 East 53rd Street, New York, presents *Rondo*, a brand-new wallpaper collection of 140 handprints. Two of the more notable designs are illustrated here and include *Mignon*, a richly drawn design of Chantilly lace which conveys a quality of traditional grace and beauty; and *Kismet*, more architectural in design, affording the glamor of far-off Morocco. *Rondo* designs are printed on plain grounds and surfaced with plastic for scrubability. A handsome sample book with the papers correlated in both style and color, accompanied by matching textures and such interesting backgrounds as vinyls, silks and grasscloth is available for $15.00.

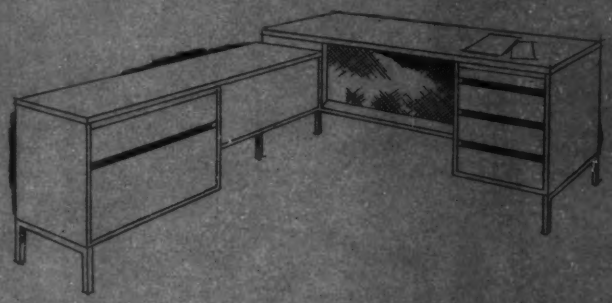
New Handprints for Walls

Inez Croom, Inc., 56 East 55th Street, New York, offers a new collection of handprints for walls in a wide variety of exciting patterns, both contemporary and traditional. The color gamut is equally wide, ranging from subtle earth tone combinations as found in *Admiration*, a Persian inspired print, to the flamboyant color of *Daisies* illustrated, and *Poppies and Flowers that Bloom*. A whimsical mood is offered in *For the Birds*, also illustrated, and two French adaptations are *Vole, Vole*, a reproduction of a French wallpaper of the Directoire period and *French Broché*, taken from an 18th-century fabric. In addition, a group of smaller all-over patterns are found, to add a quality of subdued texture to walls. All papers can be printed to special order in the decorator's own colors.

Continued on page 40



Distinctive desk for executive or reception room use . . . in walnut with oil or lacquer finish and brushed chrome or brass trim. From our extensive collection of executive and office furniture. 72" x 30". Side working unit 60" x 18".



MF

MACEY FOWLER, Incorporated

305 East 63rd St., New York 21, N. Y. TEmpleton 8-5900

SCOTCHGARD®
STAIN REPELLER

Fabulous first! "SCOTCHGARD" Brand Stain Repeller...the amazing fluorochemical developed by 3M Research that gives nearly all decorative fabrics 3-way protection! Now every fiber can wear an invisible shield that watery spills, soil, even oily spills cannot penetrate. Remember—this protection is made possible *only* by "SCOTCHGARD" Repeller. And it doesn't change the fabric! That's right—hand, color, wrinkle resistance are not altered. Fabrics breathe, too! They're lovely, lively, luxurious. Contact your source or finisher. Or for more information write 3M, Dept. WY-128, St. Paul 6, Minn.

◀ **Soil just whisks away! Watery and oily spills gently blot away!**

© 3M Co.

Guaranteed by Good Housekeeping

MINNESOTA
MINING AND
MANUFACTURING COMPANY

3M COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

PERMA DRY...

the 1st NAME IN TEXTILE PROCESSING

APPLIES SCOTCHGARD® STAIN REPELLER TO YOUR FABRIC

UNDER THE DIRECT TECHNICAL SUPERVISION OF A MEMBER OF
THE AMERICAN ASSOCIATION OF TEXTILE CHEMISTS AND COLORISTS
WHICH IS WHY WE SAY
WITH BOTH PRIDE AND HUMILITY

"ANY PROCESS, EVEN SCOTCHGARD IS ONLY AS GOOD AS THE PROCESSOR WHO APPLIES IT"

SCOTCHGARD® STAIN REPELLER APPLIED BY **PERMA DRY** CO., INC.

TO THOUSANDS OF YARDS OF BEAUTIFUL FABRICS
FOR THE NEWLY DECORATED SHOWPLACE —

THE ST. JAMES THEATRE NEW YORK

SAMUEL H. SCHWARTZ — PRESIDENT
FREDERICK FOX — DESIGNER

WHICH OPENS WITH THE NEW RODGERS & HAMMERSTEIN PRODUCTION
"FLOWER DRUM SONG"

PERMA DRY co. inc.
TEXTILE PROCESSORS

FLAMEPROOFING
WEATHERPROOFING
MILDEWPROOFING
SYLMERIZING

3 West 17th Street, New York 11, N. Y. • WAtkins 4-0877

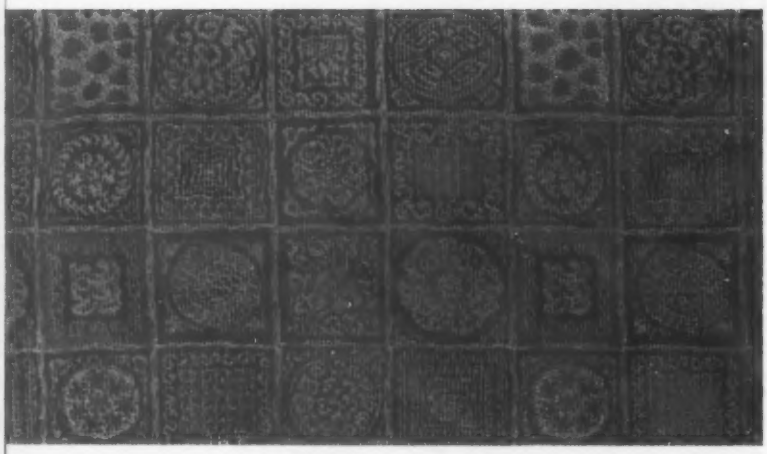
Market Spotlight

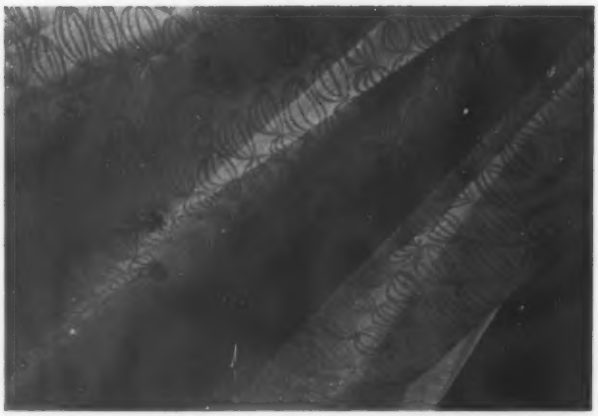
continued from page 36

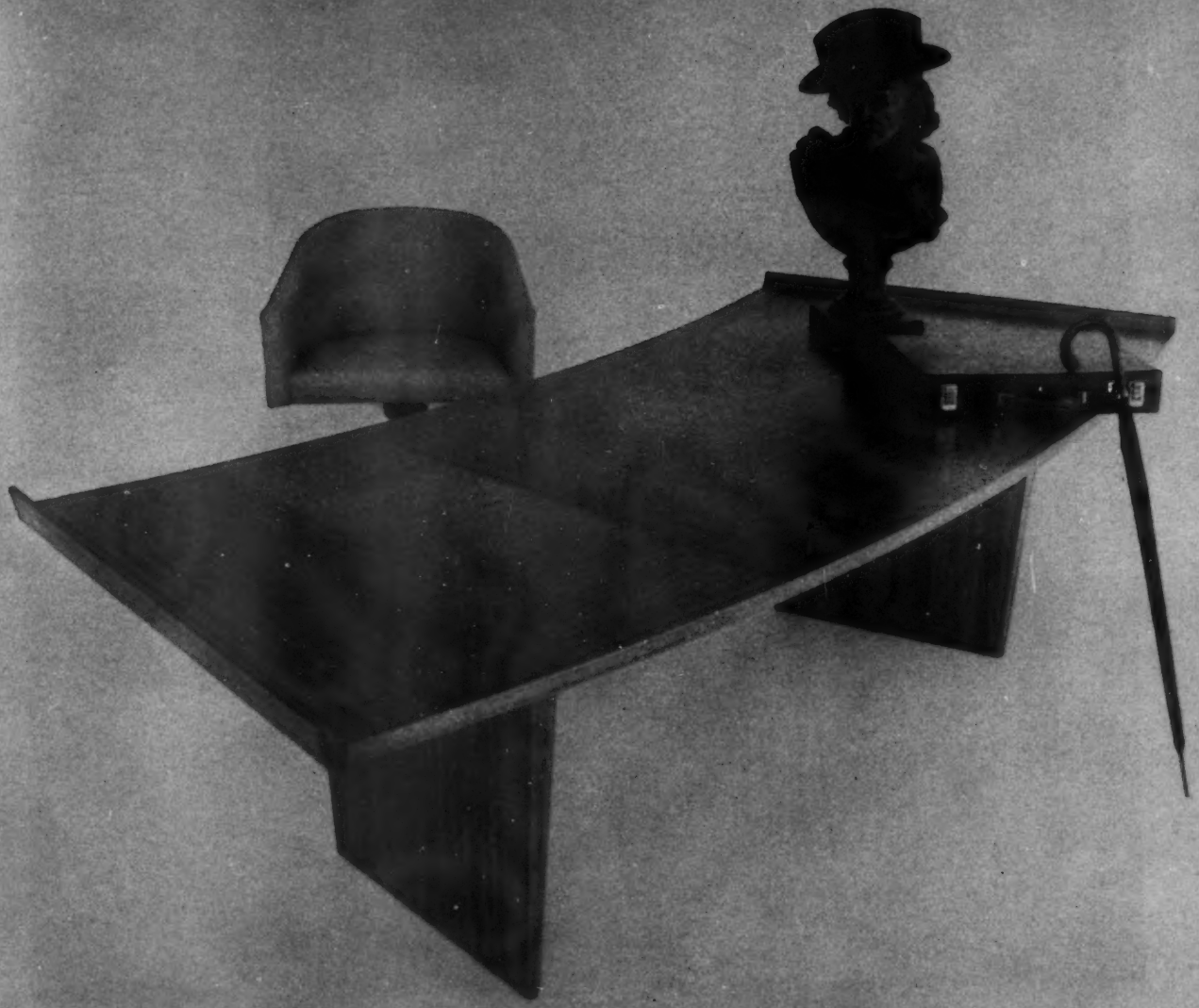
Thorp's Varied New Collection

From the 40-odd new fabrics added to the collections at J. H. Thorp & Co., we selected the five shown here as representative of their wide range in styles, materials and colors. *Floral Sprig*, from the new curtain weight fabrics, is a lovely printed sheer on crisp cotton and linen in white with yellow sprays or three other combinations. New textures and woven fabrics for upholstery include *Loento Tapestry*, a 54" wide nylon and rayon combination crosswoven for a shimmering effect. Long famous for imported fabrics, Thorp is introducing several new patterns from English and French sources including a handprinted glazed chintz called *Stratford* in brown, blue, green or gold on pale grounds. And two new luxury fabrics answering the need for elegant, traditional designs are a multicolored embroidery in shades of one color with accents of another, and a handsome imported *French Lisere* stripe with a moiré background in old gold, copper, blue or beige, all with multicolored brocade. The new fabrics can be seen in any of the Thorp showrooms; in New York at 425 East 53rd Street or 41 East 57th Street.

Continued on page 44





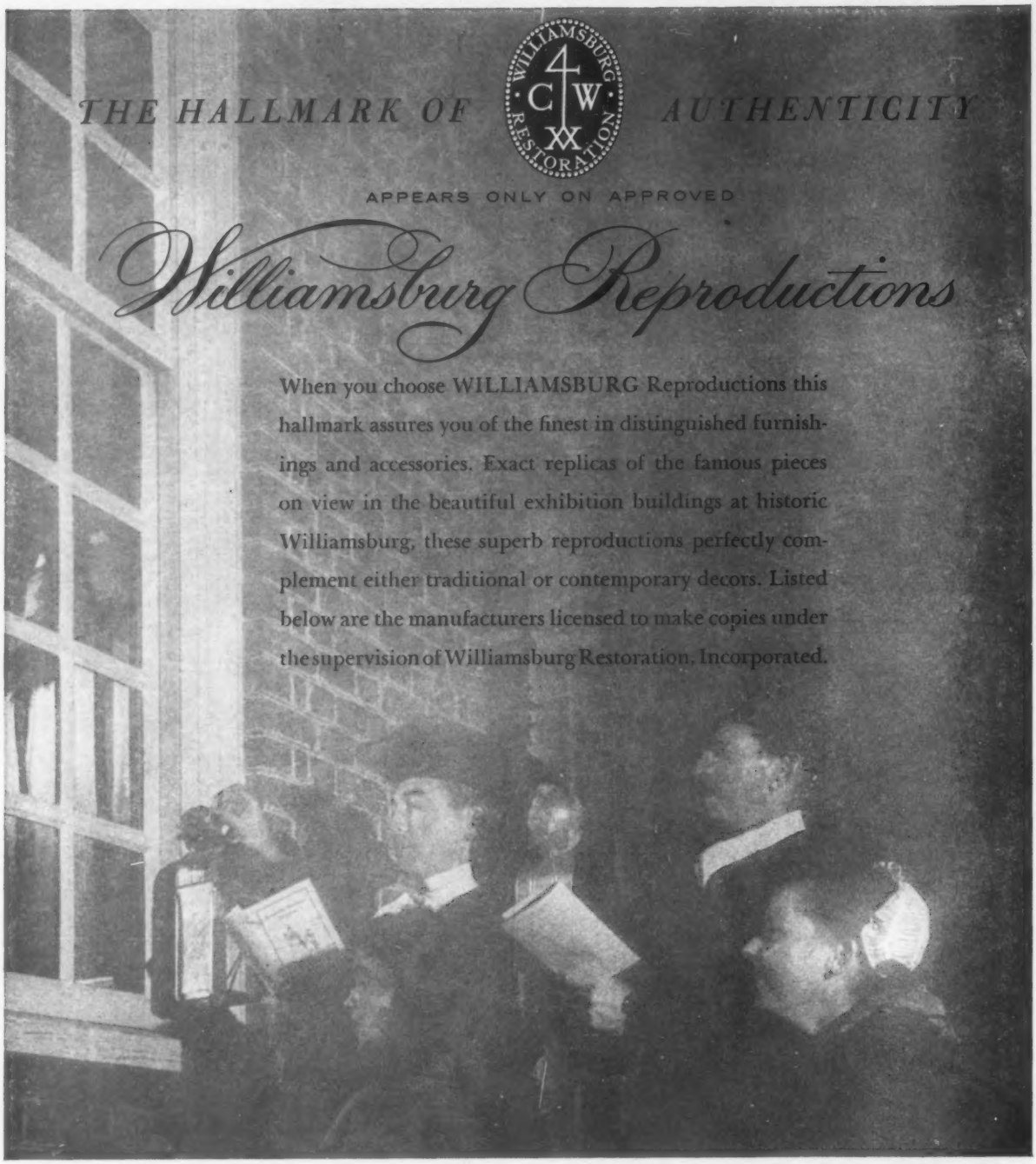


'Inner Office' is an entirely new collection of executive furniture designed for men of attainment and already specified by leading design firms for important installations. Your inquiry is invited.

HARVEY PROBBER

NEW YORK 41 E. 57th Street CHICAGO 638 Merchandise Mart DALLAS 230 Decorative Center and leading cities

HARVEY PROBBER INC., FALL RIVER, MASS.



CHINA
by Josiah Wedgwood & Sons, Inc.
NEW YORK, N.Y.

FURNITURE
by Kittinger Company
BUFFALO, N.Y.

PAINT
by Pittsburgh Plate Glass Co.
PITTSBURGH, PA.

WALLPAPER
by Katzenbach & Warren, Inc.
NEW CANAAN, CONN.

BRASSES
by Virginia Metalcrafters, Inc.
WAYNESBORO, VA.

MIRRORS
by Friedman Brothers Decorative Arts, Inc.
NEW YORK, N.Y.

PEWTER
by The Stieff Co.
BALTIMORE, MD.

FABRICS
by F. Schumacher & Co.
NEW YORK, N.Y.

GLASS
by Blenko Glass Co.
MILTON, W. VA.

NEEDLEPOINT
by Emile Bernat & Sons Co.
JAMAICA PLAIN, MASS.

LOCKS
by Folger Adam
JOLIET, ILL.

FLORAL & BIRD PRINTS
by The Dietz Press, Inc.
RICHMOND, VA.

CLOCKS
by Chelsea Clock Co
CHELSEA, MASS.

FIREPLACE EQUIPMENT
by The Harvin Co.
WAYNESBORO, VA.

DELFT
by Foreign Advisory Service Corp.
PRINCESS ANNE, MD.

THE HALLMARK AND *Williamsburg* ARE TRADEMARKS OF WILLIAMSBURG RESTORATION, INC.

KITTINGER
company, inc

King-of-Ease

Style that IS Style!
The Reclining Chair of
Distinguished Comfort

Send for newest folder showing all styles. Kittinger Company, 1923 Elmwood Avenue, Buffalo 7, N. Y.

Showrooms: BUFFALO • NEW YORK • CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS

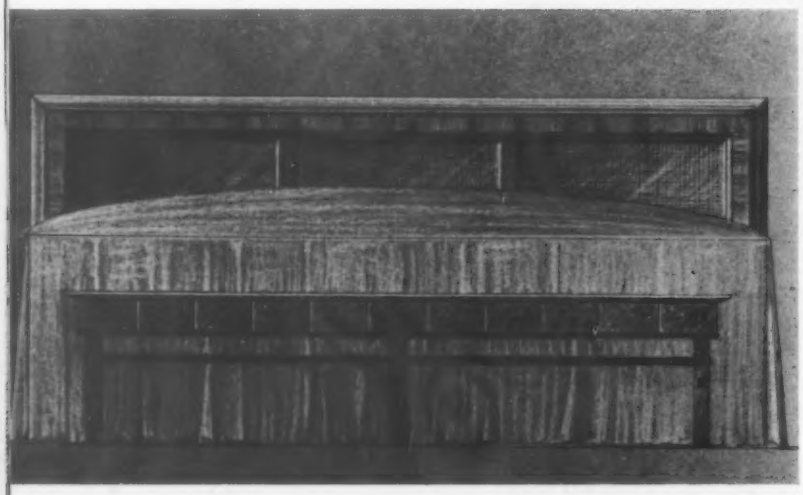
Market Spotlight

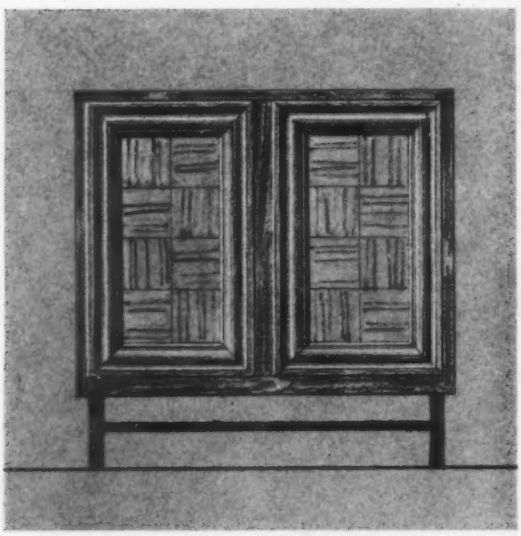
continued from page 40

Contempora by Metz

To commemorate its 60th anniversary in 1959, J. L. Metz Furniture Company is introducing a *Contempora* collection of ninety pieces of bedroom, dining room and multipurpose units, designed by William H. Clingman. In planning the principal motifs of the collection, Mr. Clingman spent several months in Europe, then worked closely with numerous artists and craftsmen to perfect the tremendous amount of details which distinguish the individual pieces — carpathian elm burl, inlaid tops with small antique brass edging (with special finishes by Stembridge), intricate molding work with finger tip pull arrangement on any side of doors or drawers; thoughtfully arranged interiors, and a wide selection of combinations of materials including marble, burl, cane, glass, grille and brass. Some of these possibilities are illustrated by the hutch cabinet pictured here with its combination of glass, grille and carpathian elm door fronts; the single 30″ cabinet shows an alternate choice for the doors with marble panels in a parquet design. Wood combination bases may be substituted for burnished brass versions, as illustrated in the 70″ bench shown here with a striking bed headboard in wood, marble and cane. Further information and the names of showroom outlets can be obtained by writing J. L. Metz Furniture Company, 252 Wildwood Road, Hammond, Ind.

Continued on page 50





A FITTING SHOWPLACE FOR THE FINEST LAMPS...FIXTURES AND ACCESSORIES

VIEW OF THE NORTH-EAST WING

HERE in the Decorative Arts Center, our magnificent new showroom provides the proper atmosphere for the artistic creations of our Master Glass Craftsmen in Venice.
Here Interior Designers, Decorators and clients can enjoy comfort and serenity choosing from the finest Venetian Glass lamps, lighting fixtures and decorative accessories.

camer glass
Venetian Glass

CAMER GLASS, INC. • DECORATIVE ARTS CENTER, 305 EAST 63RD STREET, NEW YORK 21, N. Y. • TEMPLETON 8-8575

from the Bethwood Collection—

New Showroom

WRITE FOR BROCHURE • BETH WEISSMAN COMPANY • NEW YORK: 46 WEST 23rd ST. • CHICAGO: 1228 MERCHANDISE MART • LOS ANGELES: FURNITURE MART, 1933 S. BWA

From the great design treasury of the Early European Renaissance — Colonnade Collection by Jamestown Lounge illustrated above reflects the air of original design seen in many groups in the BAGBY Showrooms

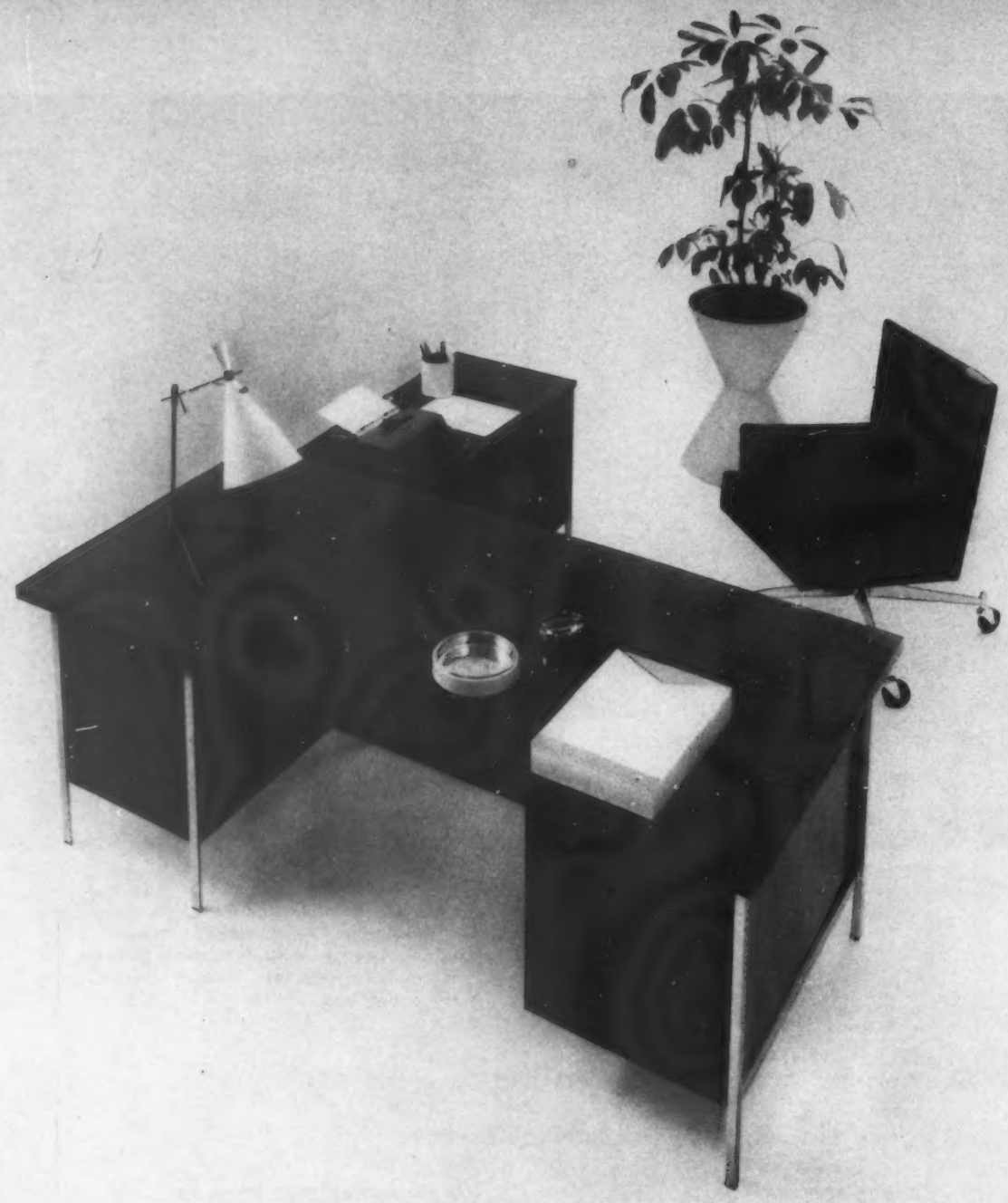
■ Diversified displays for dealers and decorators include the best from fine furniture makers —

Bollenbach
Century
Colonial Manufacturing Company
Continental
Cushman Colonial Creations
Frank S. Harden Company
Globe Parlor Furniture Company
Jamestown Lounge
Karpen
Michigan Furniture Shops
Molla
Morganton
Rembrandt
Sligh-Lowry

THE BAGBY FURNITURE COMPANY

DISTRIBUTORS OF FINE FURNITURE SINCE 1880

EXETER & FLEET STREETS BALTIMORE 2, MARYLAND



AREA PLAN DESKS in a complete range from general office to top executive. Part of a comprehensive new collection of institutional case goods, seating and occasional furniture designed by **PAUL McCOBB**

CONTRACT FURNITURE BROCHURE ON REQUEST

Directional

41 EAST 57 ST., NEW YORK · CHICAGO · LOS ANGELES

ATLANTA BOSTON BUFFALO CLEVELAND DALLAS GRAND RAPIDS KANSAS CITY
MIAMI MILWAUKEE MINNEAPOLIS PHILADELPHIA PITTSBURGH ST. LOUIS

rapids . . . . . for america's leading furniture designs

when furniture is first . . .

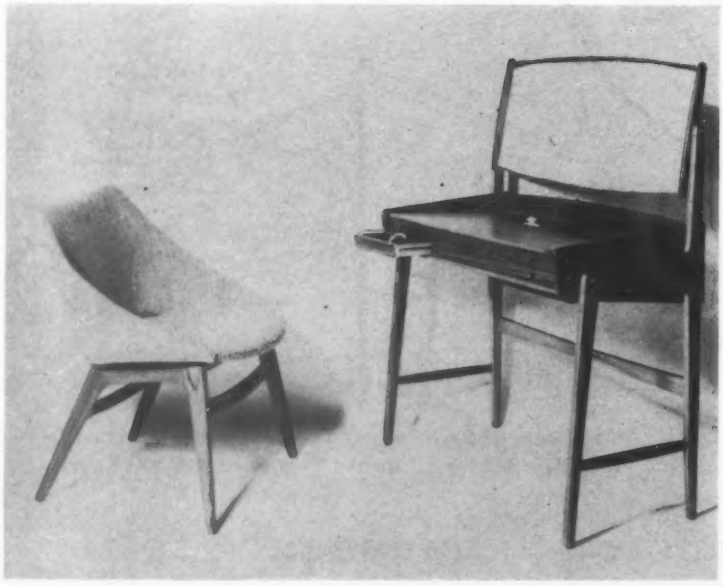
See a greater selection of styles and designs, more factory lines than at any other source.
We cordially invite you and your clients to inspect Rapids' 8 block-long floors of furniture displays.
Write today for free booklets on Rapids' lines.

Rapids

Paul McCobb
Bodart
Milling Road (Division of Baker Furniture)
Meyer-Gunther-Martini
J. G. Metz
Valley
Elmwood
Thomasville Chair
Jo Mead Accessories
Meadowcraft
And Many Others

new england's oldest and largest wholesale furniture resource

90 canal street . . . boston . . . massachusetts



Market Spotlight

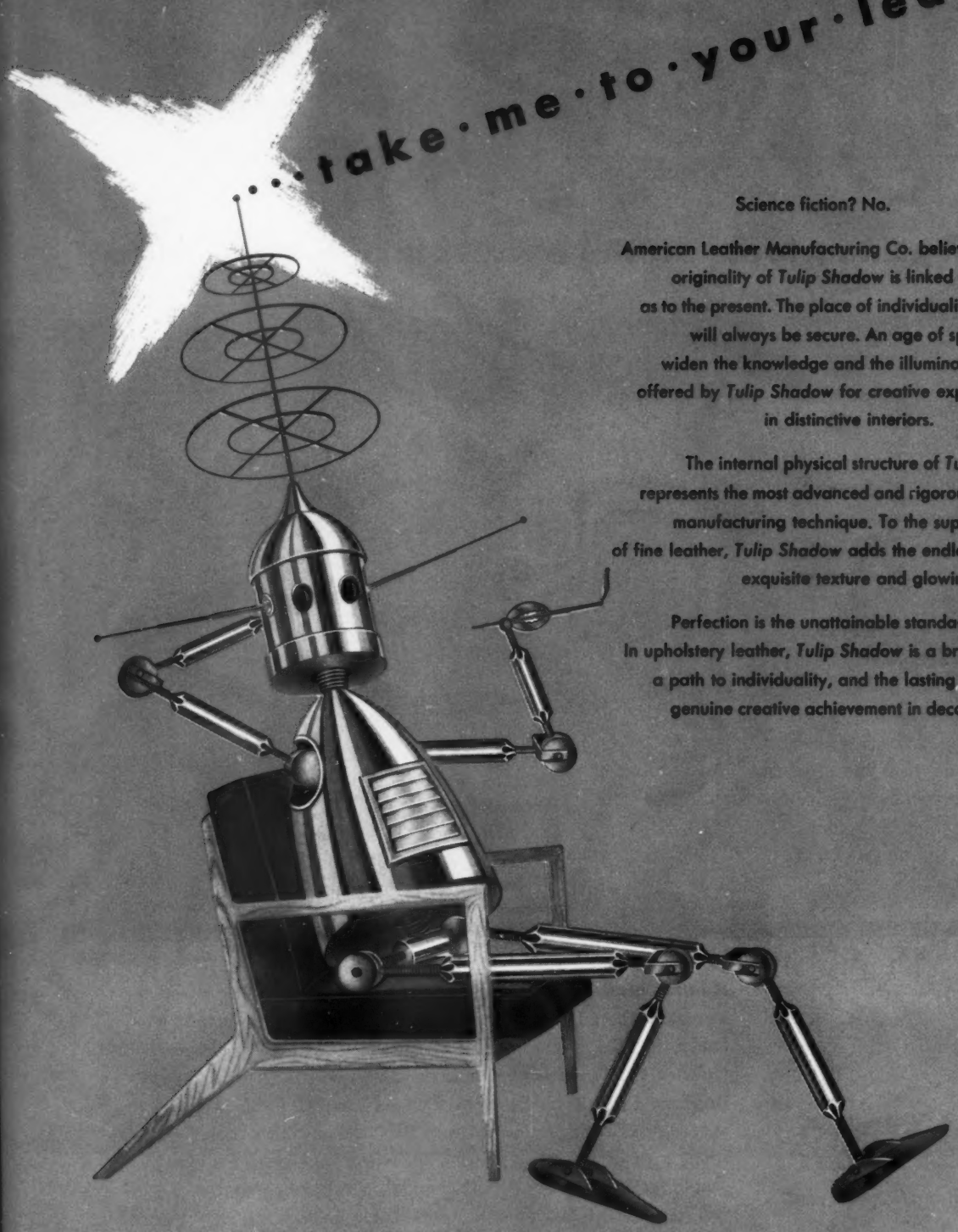
continued from page 44

New Showroom for Scandinavian Furniture

Admirers of Scandinavian furniture will be glad to note the opening of Hagen & Strandgaard's New York showroom, at 600 Madison Avenue, featuring the exciting contemporary designs of Danish designer Svend Madsen, including case pieces, tables and seating units in teak and walnut. Notable for its excellent workmanship and uncluttered appearance, the collection includes an all-teak vanity with five drawers and top compartment for holding bottles and makeup; in the *Nor* chair, sculptured lines enhance the subtle curves of the upholstery; and versatility of function keynotes an attractive cabinet marked by strongly patterned wood grains with two sliding doors and four drawers. For dining two or ten, a round table is offered in teak with two extra leaves for a total extension of 69″, as shown here, with upholstered chair, available with or without arms. The Hagen & Strandgaard Company headquarters is located at 416 Jackson Square, San Francisco.

Continued on page 54

...take·me·to·your·leather...



Science fiction? No.

American Leather Manufacturing Co. believes the profound originality of *Tulip Shadow* is linked to the future as well as to the present. The place of individuality and distinction will always be secure. An age of space travel can only widen the knowledge and the illuminating experience offered by *Tulip Shadow* for creative expression in distinctive interiors.

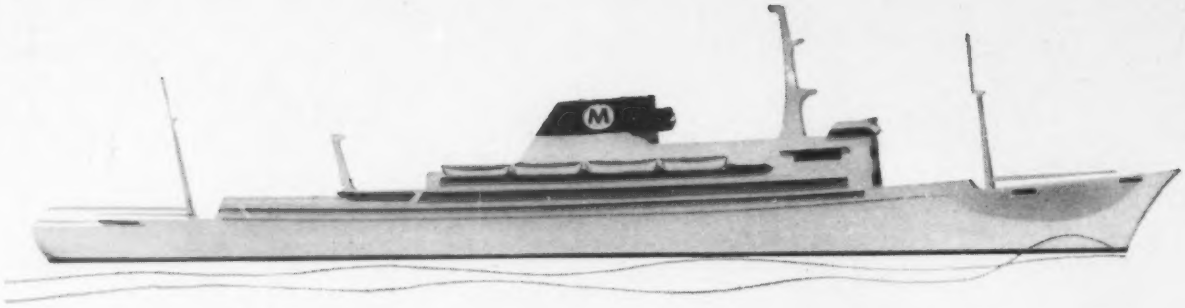
The internal physical structure of *Tulip Shadow* represents the most advanced and rigorous leather manufacturing technique. To the superb qualities of fine leather, *Tulip Shadow* adds the endless stimulation of exquisite texture and glowing color.

Perfection is the unattainable standard of the future. In upholstery leather, *Tulip Shadow* is a bridge to the future, a path to individuality, and the lasting rewards of genuine creative achievement in decoration and design.

american leather manufacturing co.

250 Passaic Street, Newark 4, N. J.

MEMBER UPHOLSTERY LEATHER GROUP, INC.



Luxury underfoot—on the newest luxury liners afloat!

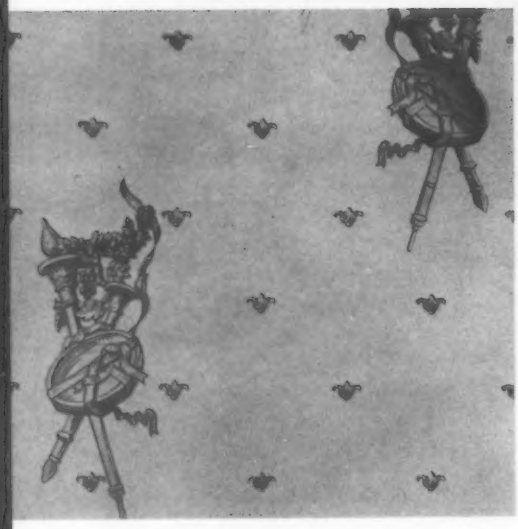
The S.S. *Brasil* and the S.S. *Argentina* are the fastest, most luxurious liners ever built for the South American run. And every square inch of the carpeting is wall-to-wall Gulistan. Every single pattern created specially for these sister ships! Designs by Raymond Loewy Associates. Custom Carpet supplied by Hopeman Brothers, N. Y., for the Moore-McCormack Lines.

GULISTAN CARPET

Gulistan Carpet is made in the U.S.A. by American craftsmen

It takes magnificent carpeting to give a liner the luxury of a great hotel. And like so many great hotels, restaurants, theatres, banks, the S.S. *Brasil* and the S.S. *Argentina* are carpeted with Gulistan. On ship or ashore, the luxury *lasts* under the heaviest traffic. And with its long, long wear, its easy care, Gulistan cuts costs of floor maintenance up to 50% over any other floor. Along with all *this*, you get the well-known advantages of Gulistan soundproofing properties—and complete mothproofing, too! Gulistan carpet is available in limitless colors and original designs. Ask your Gulistan dealer about them. Or let's discuss a one-of-a-kind carpet for you. Write: Commercial Department, ID-12, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 16, N. Y.

below the Sunset Strip
YOUR SOURCES IN LOS ANGELES' FIRST DECORATIVE CENTER
SANTA MONICA BLVD.
SMITH & HOUTCHINS - THE COUNTRY STORE 921
968 MAURICE BAILEY DESIGN
930 JOHN GOOD IMPORTS
SANDY & BELL FURNITURE DECORATORS 919
912 V.T. SEARCY ANTIQUES
BRACKENRIDGE & TAYLOR DECORATIVE ACCESSORIES 861
MUNN'S PICTURE FRAMES 841
ANTIQUE MART OF LOS ANGELES 811
HARRY A FRANKLIN GALLERY 809
GALLERY V PICTURE FRAMING 745
THE FRENCH SHOP 737
718 EDWARD F. WHITE DECORATIVE FURNISHINGS
CARL SMITH ANTIQUES & ACCESSORIES 735
GRACE ELLIS ANTIQUES 731
HARRIET MILLER CUSTOM WEAVING 729
716a DON BADERTSCHER (SUNSET HOUSE IMPORTS)
EDNA RYMAL COX 711
PAUL RICH DESIGNS 711
716 RICHARD GORHAM ANTIQUES
FOUR CORNERS PICTURE FRAMING 651
714 JANE ELLIS HOME FURNISHINGS
DECORATIVE IMPORTS 633
710 PONTHIER & BOEKIN ANTIQUES
BRIAN BARLOW'S DESIGNING 633
700 SYLBERT FABRIC SHUTTERS
CALIFORNIANS
FERRANTE'S LAMPS & SHADES 629
S. J. FUGELSANG DRAPERY WORKROOM 621½
MARRO LAMPS & SHADES
8627
VIOLA SAMSON ARTIFICIAL FLOWERS 8475
JANET YOUNGBLOOD CUSTOM SHADES 8441
MARTIN OF LONDON
SPENCER & CO. CUSTOM FURNITURE
MELROSE PLACE
8335
8327
8316
MELROSE AVE.
NORWICH
8460
BERNIQUE LTD. FURNITURE & LAMPS
542 MILLIE HAMPSHIRE LAMPS & SHADES
500 LAMBERT'S VAN & STORAGE
438 AGNES FRASER LAMPS
434 DON FRAZIER INC. CARPETING
315 ELSIE DONAHOE ANTIQUES
WOODS HAMPTON STUDIOS
BEVERLY BLVD.
326 COLONIAL UPHOLSTRY
the boulevard of style
LA CIENEGA CENTER



Market Spotlight

continued from page 50

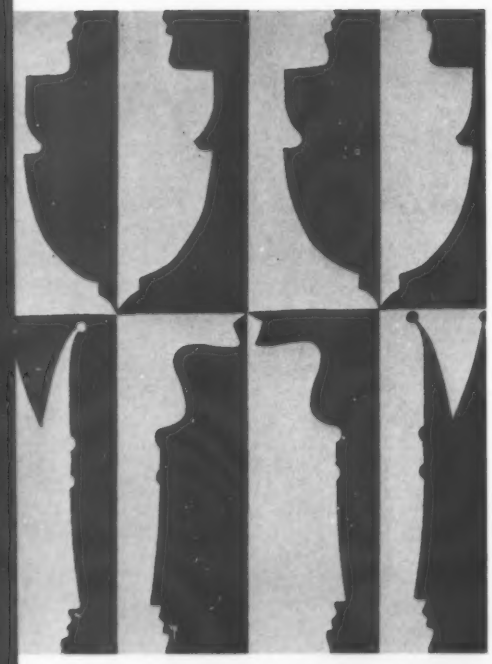
Fabrics and Panels

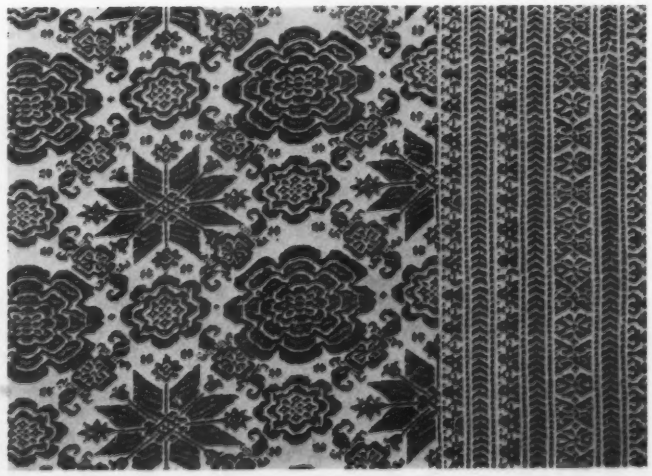
Stephen Fridek's glamorous new fabric and wallpaper ensembles, printed to order in a variety of soft colors and grounds, introduce 18th-century French themes of baroque elegance for an unusually decorative touch. There are wallpaper panel designs as well as plain grounds and matching fabric panels of silk and Fortisan printed on exotic shiki silks for the ultimate luxury touch. Highlighted here is a *Louis XIV* design in pale blues and gold on off-white, with the musical trophies repeated in a correlated all-over design. At the same time the firm has introduced a number of new upholstery textures for the modern interior, in both natural and manmade fibers, in addition to exotic tapestry and damask patterns for the traditional scheme. The Fridek showroom is at 310 E. 54th Street, New York.

Patterns in Prints

Howard & Schaffer, 509 Madison Avenue, New York, is an excellent source for prints offered in a wide variety of patterns designed to fill a number of special needs. A striking example of this is a bold stylized sunflower design, 12″ diameter, on cotton twill printed so as to provide a perfect center motif for seats and backs of slipcovers or summer furniture upholstery; the design can also be reduced in size and used for matching draperies. Color is especially inviting in the chintz pattern, *Their Majesties*, made to order for a card room or a den, and available in sharp black and white, blue, black and white, red, black and white or blues and green; and completely different in mood, *Cloth of Gold* resembles a brocade, in four color-ways.

Continued on page 58





For the first time in the United States a complete line of modern furniture by Kyle de Mexico is now available. We feel that its refreshing design and superb craftsmanship will excite both you and your clients. Catalogue on request. You are cordially invited to our newly opened showroom located at 1003 Second Avenue (corner 53 St.) New York 22, New York. PLaza 5-8170.

Kyle de Mexico

LOS ANGELES: Paul Rich Designs, 711 North La Cienega Blvd., Los Angeles 46, California. OL 2-8083

JOHNSON

GRAND RAPIDS

FORWARD TREND

Original designs of unusual distinction, created by Bert England to please your more perceptive clients.

JOHNSON FURNITURE COMPANY

1101 GODFREY AVENUE • GRAND RAPIDS, MICHIGAN

MEMBER, GRAND RAPIDS FURNITURE MAKERS GUILD

SHOWROOMS: New York • Chicago • Philadelphia • Pittsburgh • Cleveland • Indianapolis • St. Louis • Denver • Minneapolis • Los Angeles • San Francisco

THE DECORATORS MART

CHARAK FURNITURE CO.
MANUFACTURERS OF MODERN AND TRADITIONAL FURNITURE

COCHEO BROS., INC.
UPHOLSTERED FURNITURE

MOLLA, INC.
FINE METAL FURNITURE

WILLIAM GOLD, INC.
HALLMARK OF QUALITY FLOORS

WOOD & HOGAN, INC.
DISTINGUISHED ENGLISH FURNITURE

BRUNOVAN, INC.
FINE FRENCH FURNITURE

J. H. THORP & CO., INC.
DECORATIVE FABRICS

OXFORD, LTD.
KENT
OF GRAND RAPIDS
DISTINCTIVE UPHOLSTERY AND CABINET PIECES

H. SACKS & SONS
FINE ENGLISH REPRODUCTIONS

DIXON-POWDERMAKER FURNITURE CO.
FRENCH PROVINCIAL FURNITURE

FRANK KAY
ANTIQUES, DECORATIVE ACCESSORIES

ARMAND M. MORELL
MASTERCRAFT OF GRAND RAPIDS

P. NATHAN SONS, INC.
FINE FURNITURE

WYCOMBE, MEYER, CO.
CUSTOM UPHOLSTERED FURNITURE & WOOD REPRODUCTIONS

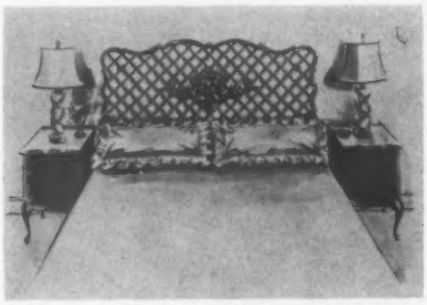
PARSONS SCHOOL OF DESIGN

ARUNDELL CLARKE
UNUSUAL FABRICS

425 EAST 53rd ST., NEW YORK · PLaza 3-5550

Decoration in Wood

Six wall-hung headboards with great decorative allure, and new accessories in an Early American motif, are among the offerings in *Syrocowood*, from the Syracuse Ornamental Co., 225 Fifth Avenue, New York. The well-priced headboards in delicately carved ribbon-and-floral



and trellis-and-rose motifs as well as traditional scroll patterns, are available in single bed sizes, several in double, and feature such finishes as Venetian gold and antique black and gold, in addition to colors. The Early American group includes wall clocks, plaques, mirrors, planters and sconces in authentic *Americana* motifs with two new finishes: nutmeg or black-and-gold. Illustrated here are *Trellis and Roses*, a double headboard design, and *Ribbon and Floral*, twin models shown in a gold and white setting by Patricia Harvey, A.I.D., N.S.I.D.

Sand Canvas

In his tiny workshop, high above bustling lower Manhattan, B. M. Herko, 656 Broadway, plys his unusual craft of sand paintings. The technique is deceptively simple, involving sand and stones in a variety of shapes, colors and sizes—with the completed design cemented to masonite and lacquered for exceptional durability. The results are striking compositions of brilliant color and texture marked by iridescent, highly reflective surfaces. The subject matter consists of abstract or representational themes including *Autumn Leaves, Sunflowers, Chrysanthemum, Kites in Orange* and *Grapes in Blue*. In addition, Mr. Herko will gladly interpret a decorator's original idea or duplicate a favorite wallpaper or fabric theme to canvas. Appointments are made by telephoning Algonquin 4-2870.

Continued on page 80

For Fast Service Contact the *FABRILITE*® Distributor Nearest You Listed Below:

ALABAMA
Montgomery..Fabrics, Inc., 515 Bell Street
Birmingham 3..Spradling Supply Company 2125 Second Avenue, S.

ARIZONA
Phoenix.....S & S Supply Company 3635 South 16th Street

CALIFORNIA
Los Angeles 15..Fabric Leather Corporation 1139 Santee Street
Lindsey & Hall, 1036 South Hope Street
San Francisco 9...Scovel & Sons Company 1133 Post Street

COLORADO
Arvada.....A. G. Seaver 5850 Wadsworth Boulevard
Denver .....Van Waters & Rogers, Inc. 2440 Blake St.

CONNECTICUT
Hartford 5.....New England Upholstery Supply Co., 38-40 Albany Avenue

DISTRICT OF COLUMBIA
Washington, D. C...C. E. Briddell Co., Inc. 3746 Tenth Street, N. E.

FLORIDA
Jacksonville.....Wright's Supply Company 816 Ocean Street, P. O. Box 2296
Miami 36.....W. Valentine Company 618-622 S. W. Eighth Street
Tampa.....Gulf Fabrics, Inc. 107 E. Fortune Street

GEORGIA
Atlanta 2..Erikson Company, 364 Nelson St.
Augusta..H. Masur & Son, 1132 Broad Street

ILLINOIS
Chicago 6.....A. Hoenigsberger 123 North Wacker Drive
Chicago 5.....Scot Fabric Company 5352 North Broadway

KENTUCKY
Louisville 2...Herman A. Schildt Company 323 E. Market Street

LOUISIANA
Baton Rouge 9.....Tupper Supply Inc. 2117 North Street

MARYLAND
Baltimore 11.....C. E. Briddell Co., Inc. 2800 Hampden Avenue

MASSACHUSETTS
Boston 14.....American Textile Company of N. E., Inc., 32-34 Canal Street

MICHIGAN
Detroit 8.....Foam Rubber Products Co. 5301 Grand River Avenue
Grand Rapids 3.....Upholstery Supply Co. of Grand Rapids, 325 Fuller Ave., N. E.

MINNESOTA
Minneapolis.....New York Fabrics Inc. 2938 Nicollet Avenue

MISSISSIPPI
Jackson.....Woolley Brothers 411 South State Street

MISSOURI
Kansas City 8.....Coffey's Inc. 1608-10 Oak Street
St. Louis 8..Specialty Fabrics & Supply Co. 4517 Olive Street

NEW YORK
Kingston..Vinyl Leather Co., 34 Ferry Street
New York City 1..Fabric Leather Corporation 16 West 32nd Street
Rochester 14 ...H. R. Howard & Sons, Inc. 60 North Washington

NORTH CAROLINA
High Point.....American Supply Co. of N. C., Inc., 308 W. Broad Street

OHIO
Cincinnati 2..Harry F. Niehaus & Company 125 W. Central Parkway
Cleveland 13....The Ingraham Supply Co. 2100 West Superior Viaduct

OKLAHOMA
Tulsa 8.....Oklahoma Upholstery Supply Whittier Station, P. O. Box 3185

OREGON
Portland 14....McDonald & Company, Inc. 935 S. E. Hawthorne Boulevard

PENNSYLVANIA
Philadelphia 6..Maen Line Majestic Fabrics 217 Chestnut Street
Pittsburgh 22...Peiger & McCaw Company 101-103 Market Street
Wilkes-Barre...M. H. Smith Company, Inc. 260 S. Main Street

RHODE ISLAND
Providence 3.....Providence Textile Co. 243 North Main Street

TENNESSEE
Memphis 2..Southern Textile & Supply Co. 894 Eastmoreland Avenue
Nashville 6.....Wynn & Graff Company 402 Woodland Street

TEXAS
Dallas 9.....Van Waters & Rogers, Inc. 10216 Denton Road, P. O. Box 1188
Dallas 26....A. F. Schmalzried & Company 2650 Main Street
Fort Worth.....Reese B. Davis & Company 316-320 S. Lake Street
Houston 1.....Higbee & Mitchell 1415 Dallas Avenue, P. O. Box 1726

UTAH
Salt Lake City...Van Waters & Rogers, Inc. 650 West Eighth Street, S.

VIRGINIA
Richmond 19.....Charles Zoppa Co., Inc. 1426 East Main Street

WASHINGTON
Seattle 22.....McDonald & Company, Inc. 1424 Tenth Avenue
Spokane.....B. W. Griswold & Company 319 S. Cedar Street

WISCONSIN
Milwaukee 2.....Gebhardt, Inc. 213 North Broadway

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

Anywhere . . . is the ideal setting for easy-care

DuPont vinyl upholstery

Homes, hotels, reception rooms, offices, anywhere you want fashion without fuss—that's where Du Pont "Fabrilite"* belongs. It's decorative, wipes clean-as-new with a sponge . . . and because it's Du Pont vinyl, it's a most durable furniture covering.

"Fabrilite" can cover anything handsomely . . . from a complete sofa to an accent-piece headboard. You can have it in a leathery finish, an iridescent . . . or if you prefer a more opulent look, the fabric-like and tooled designs.

You can have it in House & Garden colors . . . or in just about any new-for-'59 colors you can think of. Decorators and furniture men from coast to coast have discovered the wonders of Du Pont vinyl upholstery . . . have you? E. I. du Pont de Nemours & Co. (Inc.), Fabrics Division, Wilmington 98, Del.

*"Fabrilite" is Du Pont's registered trademark for its elastic-supported vinyl upholstery.

◀ CONTACT YOUR NEAREST DISTRIBUTOR SHOWN ON OPPOSITE PAGE.

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Melanie Kahane, A.I.D. Director of Melanie Kahane Associates, has been identified with progressive furniture design throughout her distinguished career. An authority on the modern concept of interior design, she is considered by many to be the final arbiter on the definition of elegance in the home furnishings industry.

"In every field of design, available materials tend to dictate just how fast and how far a design trend can advance. In the furniture industry, it has been difficult for designers to keep pace with the modern slim-line trend—to make upholstered pieces that are soft, comfortable and luxurious—since traditional materials often prohibit the economical achievement of those qualities.

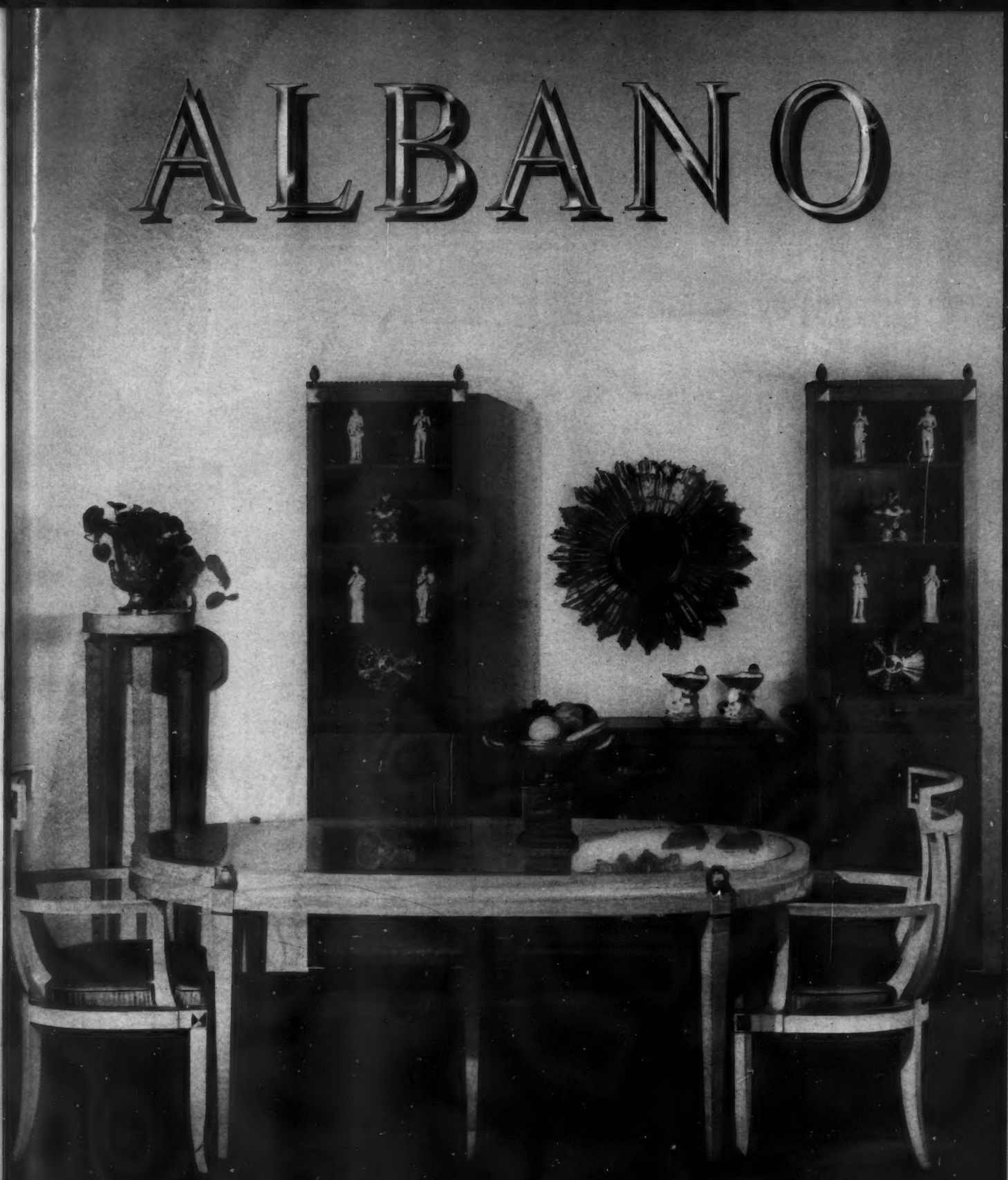
"This is why I think the discovery of urethane foam is such an important event for furniture designers. I like urethane foam for a number of reasons, but mostly because it is truly a designer's material. With it, I find it so much easier to create upholstered styles that are glamorous, exciting and refreshing. These are the very qualities that urethane foam provides in abundance.

"If you like new ideas, and materials that put the emphasis on functional styling, my advice is to get better acquainted with this promising newcomer to the furniture industry—urethane foam."

Mobay is the leading supplier of quality chemicals, product development and technical assistance, to manufacturers of urethane foams for industry. Write today for sources of supply and further information on urethane foam for cushioning applications.

Mobay Chemical Company, Dept. ID-3, Pittsburgh 34, Pa.

MOBAY
First in Urethane Chemistry



CLASSIC . . . designed by Leonard Haber. This notable group is one of the finest examples of quality furniture throughout the world today. In magnificent hand-rubbed woods—English Sycamore, Swiss Pear, French Walnut—accented by 24 kt. gold plated ormolu.

NEW YORK SHOWROOMS: 309 East 46th Street

MEMBER DFM

The Hargri Building

proudly presents "Winter Market"
at

Hargri, Inc.
212-214 West Kinzie St.
Chicago 10, Illinois

Six floors for the exclusive use of the discerning and selective buyer

Wholesale only

Like Nothing Else in the World

Season's Greetings

Hargri's Roof Garden

Our Coffee Bar
First Floor
Always Open!

Direct Factory Representatives for the following leading manufacturers

Lucia Arkin Lamp & Decor
CUSTOM COLOR LAMPS AND WALL DECOR

Attic Arts
WALL AND TABLE ACCESSORIES

Austin Group
FURNITURE AND ACCESSORIES

Bergamo, Inc. Fabrics
ITALIAN IMPORTS IN SILKS AND WEAVES

Bobbi Pillows
HAND SEWN DECORATOR PILLOWS

Chea Lamps Ltd.
CUSTOM COLOR LAMPS AND SHADES

Continental Imports
FINE ANTIQUES
FAR EAST ACCESSORIES

Correlated Designs
CORRELATED FABRICS AND WALLPAPERS
WITH CUSTOM FURNITURE
AND FINISHES

Da Vinci, Inc.
WROUGHT IRON FURNITURE

John Dunn Mfg. Co.
WROUGHT IRON, WALL DECOR AND
OCCASIONAL FURNITURE

du Pont Lohman
LAMPS AND ACCESSORIES

Finesse, Inc.
WALL ACCESSORIES AND DECOR

Gai-Mar Creations
ACCESSORIES AND DECOR

Garland Furniture Co.
UPHOLSTERED FURNITURE
OCCASIONAL TABLES AND ACCESSORIES

Goodman-Dean-Scott
WALL DECOR, SCREENS,
ROOM DIVIDERS, LAMPS
& ACCESSORIES

House of Bojair
CUSTOM DESIGNED HAND SCREENED
WALLPAPERS AVAILABLE, WITH GOLD LEAF,
GLASS BEADS AND GRITS

Keller-Williams Co.
COCKTAIL AND CONSOLE TABLES IN
TERRAZZO, TRAVERTINE,
MARBLE AND WOOD

Magic City Shade & Drapery Corp.
MATCHSTICK DRAPERY AND HANDWEAVES
COMBINED, SHADES & SCREENS

Marnay, Ltd.
TILE AND CHELENLAY GLASS
TABLES AND WALL ACCESSORIES

Meldan Furniture Co.
THE ULTIMATE IN ITALIAN AND
FRENCH PROVINCIAL FURNITURE

Dick Popell Studios
CERAMIC & WALL DECOR

Pinecrest, Inc.
WOODEN LOUVER SHUTTERS, FABRIC
FRAME SHUTTERS, SHOJI AND
FRETWORK SCREENS, CASMENT
AND UPHOLSTERY FABRICS

Shirl-Fay Designs, Inc.
PAPER MACHE WALL DECOR

Sungott Art Studios
FRAMED PICTURES AND WALL DECOR

Taubé, Inc.
IMPORTS, LAMPS, CHANDELIERS,
SCONCES, OF METAL, WOOD
& GLASS

Norman Trigg, Inc.
FABRICS FOR INTERIORS

ValRori Creates Decor
ORIGINAL OIL PAINTINGS STOCK AND
CUSTOM COLORS, WALL PLAQUES,
SCULPTURE AND WALL ACCESSORIES

Whitecraft
RATTAN FURNITURE

Marion Wieder
ACCESSORIES FOR BATH AND CLOSET

Windover Co.
WOOD CARVINGS, LAMPS AND
EARLY AMERICAN ACCESSORIES

Welcome to Market!

Relax—

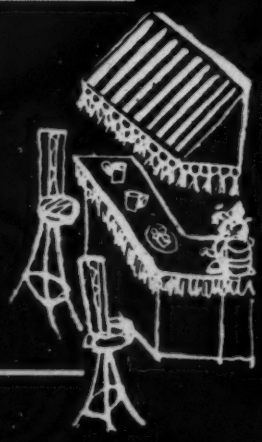
Be our guests — for luncheon

in our

"Cafe Hargri"

11:30 to 1:30 P.M.

Jan. 5 - Jan. 16



Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

WHITECRAFT

the name for fine rattan furniture

showrooms: NEW YORK: 425 E. 53rd STREET • CHICAGO: 212 W. KINZIE • MIAMI: 3701 BISCAYNE BLVD.
JACKSONVILLE: 750 W. BAY STREET • DALLAS: 160 DECORATIVE CENTER • HAVANA: 5th AVE., NO. 8401

WRITE FOR CATALOG • WHITECRAFT RATTAN, 7350 N.W. MIAMI COURT, MIAMI, FLORIDA

CUSHIONING OF Firestone FOAMEX

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

Da Vinci inc

Da Vinci inc.

MANUFACTURERS OF FINE WROUGHT IRON & CAST ALUMINUM FURNITURE

Guaranteed Rustproof

123 WEST 23RD STREET, HIALEAH, FLORIDA

SEND FOR CATALOG

Hargri, Inc.

Hargri Building
212-14 West Kinzie St. *Chicago 10, Illinois*

DAN MARANGIELLO'S
COLLECTION '59
will be on display

Court French
and
Provincial Furniture

Meldan Collection

at the CHICAGO MARKET

MELDAN HOUSE *at* **HARGRI** — *214 W. Kinzie St.*
(Directly Behind the Merchandise Mart)
please drop in

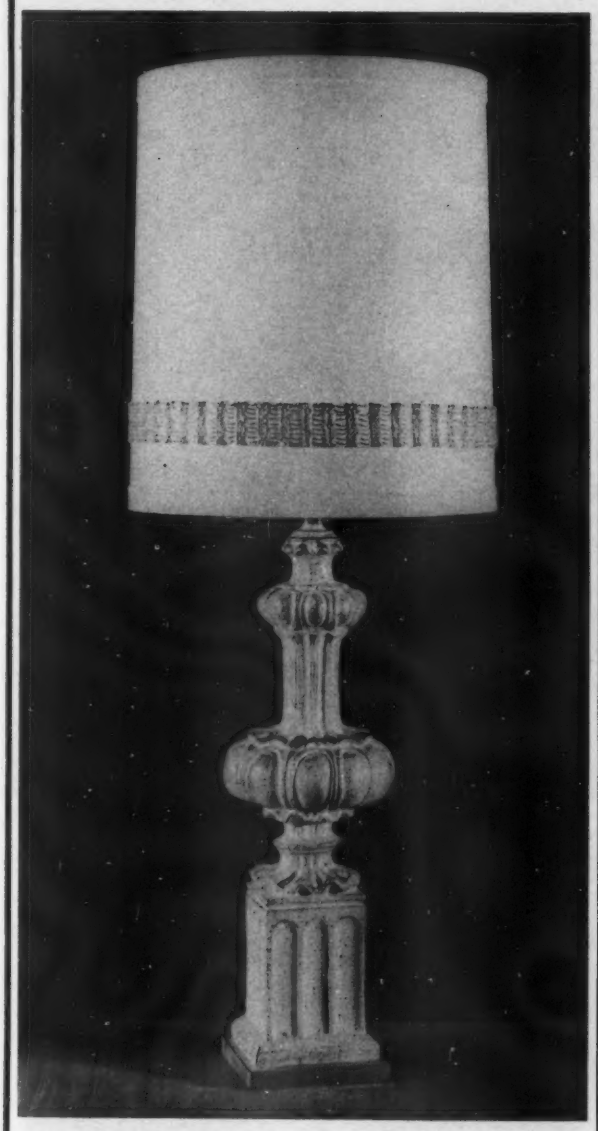
OTHER SHOWROOMS:
MELDAN HOUSE in New York at 351 East 61st St.
DALLAS • 240 Decorative Center
HOUSTON • McKenzie Galleries, 3200 W. Dallas St.
MIAMI • Owens Showrooms, 605 S.W. First Ave.
WASHINGTON • Jack Hurwitz, 1359 Conn. Ave., N.W.

MELDAN CO., INC. Factory and Showrooms, 100 Business St., Hyde Park, Mass.

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois



LUCIA ARKIN

LAMP AND DECOR INC.

8671 Melrose Avenue **Los Angeles 46, California**

212 W. Kinzie Chicago 10, Illinois	101-103 Merchandise Mart Dallas, Texas
433 Fifth Avenue New York, New York	Space 543 1355 Market Street San Francisco 3, California
1950 Des Arables Montreal, Canada	5 TA Ave. No. 8401 Esquina Calle 84 Miramar, Havana, Cuba

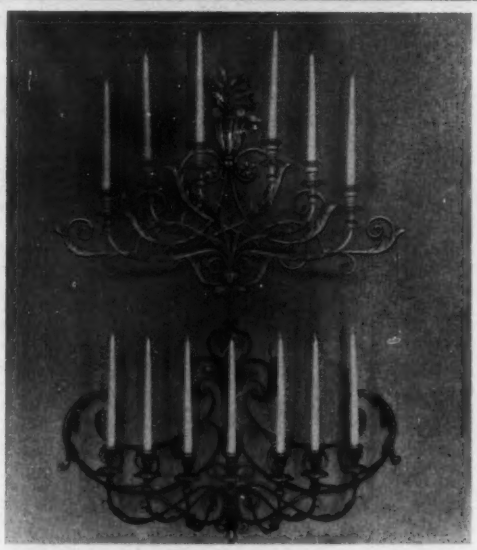
Elegant Accessories for the Bath

goldplated faucet sets for lavatory and bathtub...
hand-decorated basins...
distinctive appointments for the bath

write for brochure

MARION WIEDER

120 E. 57th Street • New York 22
PL 5-6391



as shown at Hargri, Inc.

This is a line of sophisticated lighting in Florentine Woods and elegant bronzes, in Provincial, Empire and Classic styles. It consists of Lighting Chandeliers, Sconces, Lamps and Candelabras.

TAUBE IMPORTERS OF PHILADELPHIA

2317-19 Chestnut St., Philadelphia 3, Pa.

Dallas:
Jack Housman — 2101 Trade Mart Bldg.

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

GARLAND FURNITURE COMPANY

• FOR OVER FIFTY YEARS GARLAND HAS DESIGNED AND MANUFACTURED THE FINEST OF FURNITURE

as shown at Hargri, Inc.

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

new *intaglio* panels
to capture your interest

and, of course,
our bewitching
micora panels!

they *must* be from
Goodman-Dean-Scott

7051 North Ravenswood
Chicago, Illinois

Chicago
Hargri
212 W. Kinzie Street

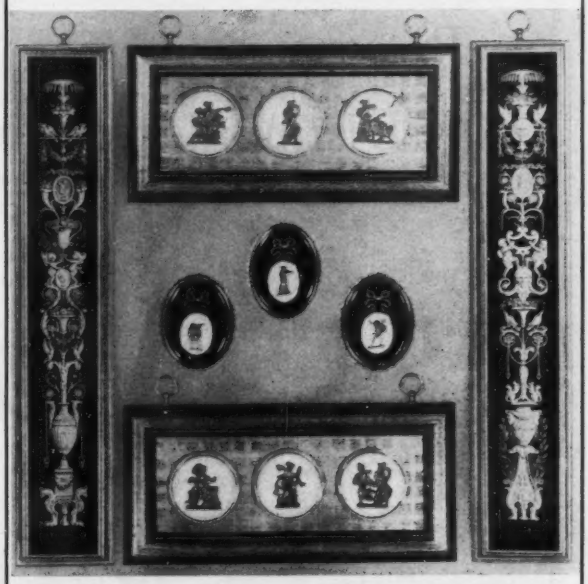
New York
323 E. 44th Street

And now the exciting new and original "Coraglas" panels.

Representatives in Principal Cities.

as shown at Hargri, Inc.

ORIGINAL DESIGNERS OF
BEAUTIFULLY FRAMED PICTURES



SUNGOTT ART STUDIOS
35 WEST 26th ST. N. Y.

as shown
at
Hargri, Inc.

The Dramatic
"BARCELONA"
Grey-stone
travertine,
terra-cotta
travertine or
antique white
finishes.
Height 42"

du Pont- LOHMAN CO.

Lamps and Decorative Accessories
8698 MELROSE AVENUE
LOS ANGELES 46, CALIFORNIA
OLympia 2-0262

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

Presents

A Distinguished Contribution to

American Decor

ValRóri
ValRóri
ValRóri
ValRóri
ValRóri

Sculpture • Oil Paintings • Plaques • Custom Decor

NATIONAL REPRESENTATIVE *Hargri, Inc.* • *212 W. Kinzie St., Chicago*

Hargri Building
212-14 West Kinzie St.

Hargri, Inc.

Chicago 10, Illinois

CHEA LAMPS, LTD. INC

Transitional Elegance

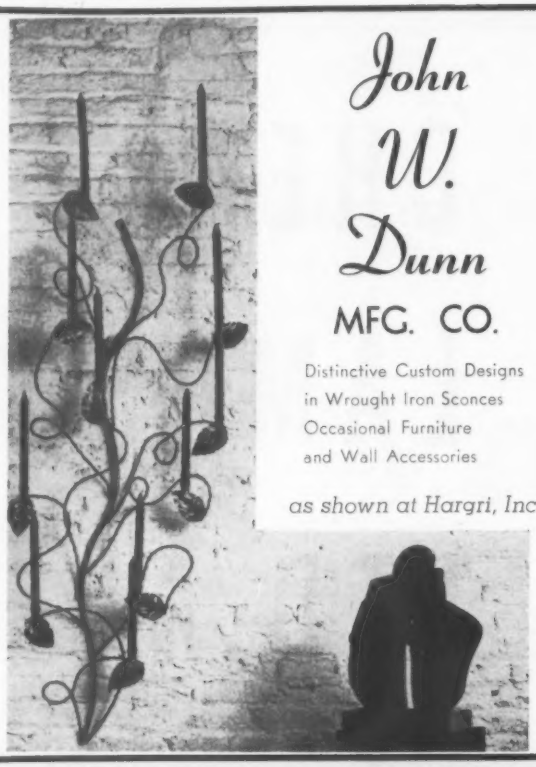
Superb in Finish and Detail

as shown at Hargri, Inc.

Hargri, Inc.

Hargri Building
212-14 West Kinzie St.

Chicago 10, Illinois

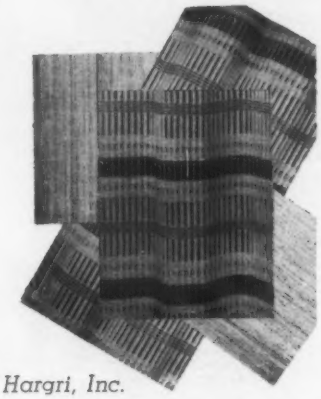


John W. Dunn MFG. CO.

Distinctive Custom Designs
in Wrought Iron Sconces
Occasional Furniture
and Wall Accessories

as shown at Hargri, Inc.

MAGIC CITY SHADE & DRAPERY CORP.
297 N. E. 67th STREET, MIAMI 38, FLORIDA
Phone: PL 7-4538



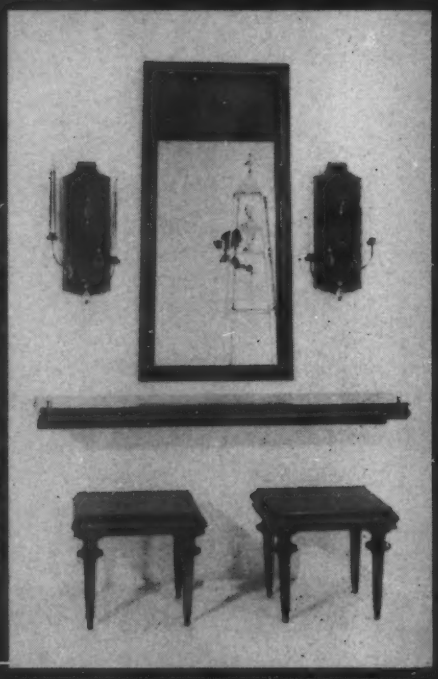
as shown at Hargri, Inc.

Featuring
★ VIK-ROTH HAND WOVEN WOODS
Designed and Hand Loomed in Miami!
★ NEW WOVEN FLEXALUM
★ AMERICAN & EUROPEAN WOVEN WOODS

WK

NEW YORK, 433 FIFTH AVE • THE CARRIBEAN 4800 N. W. 37th MIAMI, FLA.
CHICAGO 212 WEST KINZIE • SAN FRANCISCO 1355 MARKET ST.

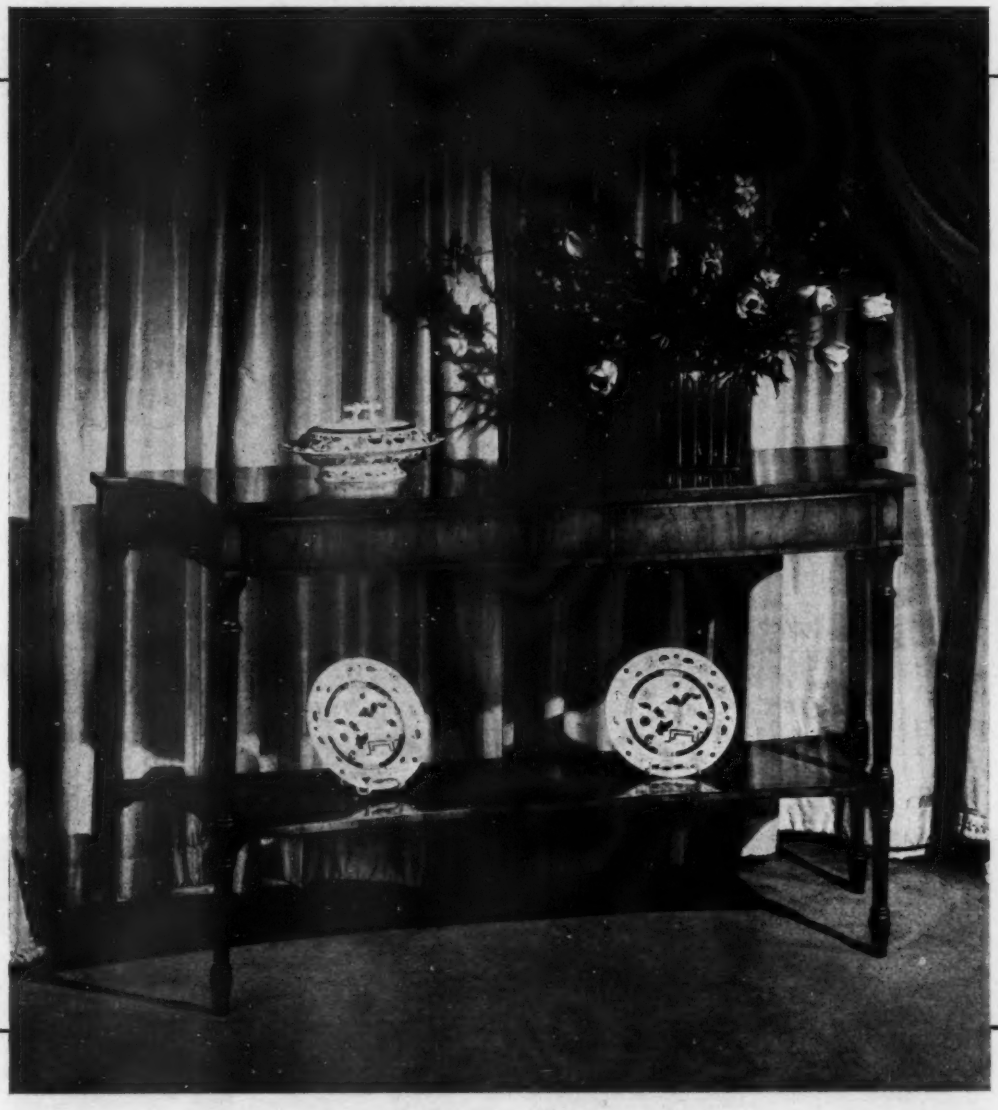
Keller-Williams Furniture Mfg. Co.
5809 N. W. 10th OKLAHOMA CITY 7, OKLA.



If a-hunting you will go...

for a rich treasure . . . seek no further. This choice hunt table . . . a superlative reproduction . . . is ideal for dining room, reception room, or by a window.

Of fine English yew wood with cross banding. Two drawers.



WOOD and HOGAN

America's Largest Wholesale Selection of Distinguished English Furniture

425 East 53rd Street, New York 22, N. Y.

Sole American distributors for Arthur Brett & Sons, Limited

Pino P. Del Luca
INC

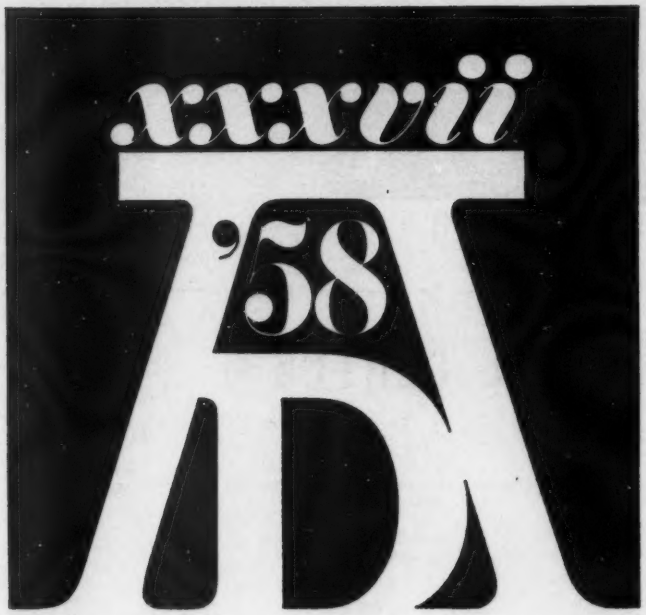
JANUARY 1959

9TH FLOOR

CHICAGO

L. S. WALWORTH & CO.
EXHIBITORS BUILDING
325 NORTH WELLS ST.

205 EAST 49 STREET N.Y.C. • PLAZA 5-9294



For the year's best in advertising and editorial art and design

THE 37TH ART DIRECTORS ANNUAL

ART DIRECTORS CLUB OF NEW YORK

This 400-page richly illustrated volume is the outstanding and definitive survey of the entire field of advertising and editorial art and design for 1958.

It contains every one of the 558 award winners from the 1958 Art Directors' Show (many reproduced in color), and features new examples of successful and novel techniques in the graphic arts. This is a permanent record of 1958's accomplishments in the visual communications field, an indispensable reference and idea file for advertisers, editors and designers.

8" x 11¼", durable slipcase. $12.50, now at your bookstore.

FARRAR, STRAUS & CUDAHY

THE DECORATIVE CENTER DCA ASSOCIATION

DECORATIVE CENTER

DALLAS, TEXAS

Albert's Antiques
W. King Ambler
Amer-Wood Products
American Furniture Co.
Architectural Pottery

Baker Furn. Inc.
Barnard & Simonds Co. Inc.
Batesville Cabinet Co.
Bergamo Fabrics, Inc.
L. W. Berinoff
Beverly Interiors
The Birge Company
Bodart Furniture Inc.
Brach-Allen Studios
Brower Furniture Company
Buzza Jr., Inc.

Cal-Craft
Caro & Upright Inc.
E. C. Carter & Son
Casa Azul
Ceramica Venezia P.B.M.
Chinacrafts
Clark and Burchfield, Inc.
Cocheo Bros.
Colonial Mfg. Co.
Continental Metal Furniture

Damron-Kaufman, Inc.
Dazian's
Decorative Imports
Decorative Silks, Inc.
DeGaal & Walker, Inc.
Pino DeLuca
Denst & Soderlund
Di-Lon
Samuel L. Dinkelspiel
Dods-Murdick
Donnelly-Kelley Glass Co.
Dunbar Furn. Corp.
Henry Dungan, Metal
du Pont-Lohman
Dux Inc.

Elenhank Designs

Fab-Ri-Kon-A
Fancher Furniture Co.
Feika Imports
Ficks Reed Company
Edward Fields, Inc.
Figurecraft Products
Friedman Bros. Decorative Arts, Inc.

Arch Gordon Company
The Griffon

H.M.S. Spanish Rugs
Althea Harper
Hauer Sculptured Block
Henrose Company
House of Verde
Howard and Schaffer, Inc.

Alan McHugh Jacobs
Johnson Furniture Co.
Carl B. Jung

Kappa Shell
Kasparian's, Inc.
Bill Keliehor Designs
The Kittinger Company, Inc.
Kneedler-Fauchere
Knoll Associates Inc.
Knoll Textiles Inc.
Boris Kroll Fabrics
Krupnick Bros.

Lightolier, Inc.
Louma Hand Prints
Luberto Designs, Inc.

Marbella Marnay Ltd.
Marnay Ltd.
Mastercraft Furniture Co.
Gene McDonald
McKenzie Studios
Jo Mead Designs
Meldan Company
Menlo Textiles, Inc.
Michigan Furniture Co.
Herman-Miller Furniture Co.
Howard Miller Clock Co.
James Kemble Mills
Molla Inc.
Morreys Southern Seas Imports
Morrison Imports
Mount Airy Chair Co.
Mount Airy Furniture Co.
Muebles Modernos
Muella Metals Corp.
Murals, Inc.

The Nahon Company
Nessen Lamps
Niemann Inc.

Odenheimer & Baker

Payne and Company, Inc.
Peter Pepper Products
Norman Perry
Piedmont Scenics
Pindler and Pindler, Inc.
The Pippin Papers
Porter-Green Studios
Puget Sound Designs

Quaintance Fabrics

Jens Risom Designs, Inc.
Rickberg Importers
Robinson-Johnson
Bruce Rogers Inc.
Romweber Viking Oak
Royal Cathay

H. Sacks and Sons
Salubra
John Scalia Inc.
F. Schumacher & Company
Sculptured Fabrics Co.
See of California
James Seeman Studios
Seven Moons Studio
Alison T. Seymour Coco Rugs
M. Singer & Sons
Harry F. Slater, Inc.
Wilcke Smith Mosaics
Sorcerer's Apprentice
Stanley Manufacturing Co.
Statton Furn. Mfg. Co.
Steelcase Inc.
Stembridge Mfg. Co.
Stewart Studios
C. W. Stockwell Co.
Stow & Davis Furn. Co.
String

Tapetes Luxor, S. A.
Tekko
Gene Thall
J. H. Thorp & Company
Throw Pillows Ltd.
Timbertone
Norman Trigg Inc.
Dean Trimble Imports
Tropicraft

Valley Upholstery Co.
Varlar
Virginia Metalcrafters
Von-Mel Studios

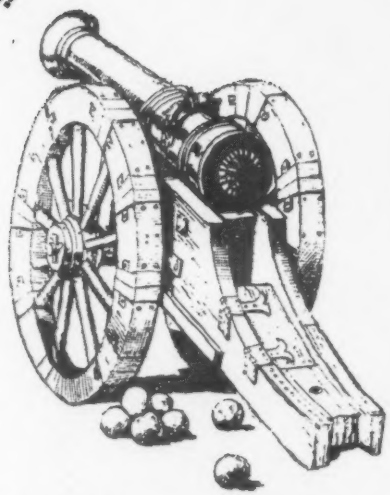
Walcraft
Walcrest
The Warner Company
Warren-Lloyd, Inc.
Waverly Decorative Fabrics
Webb Textiles Inc.
Richard Wheelwright Inc.
Whitecraft of Miami
Mary Whitlock
Widdicomb-Mueller Corp.
Marion Wieder
Hugh Williamson
Wilshire House of Lamps
Wing-On Company
World Art Company

GREAT MOMENTS
IN FINE ART
Fine Art turns its distinctive talents to enlarging the celebrated Murals by Fine Art collection. Impressive scenic themes encompass entire walls in their sweep and scope. All available, hand-screened on silk, tapis cloth, grass cloth or regular ground paper, in your choice of color.
FINE ART
WALL PAPER CO.
575 Madison Ave., N.Y. 22, PL 3-7513
Your most complete
manufacturing source
for wall papers and fabric

Naugahyde

U.S. Koylon FOAM

STARTING OFF WITH A BANG!



U.S. NAUGAHYDE® AND U.S. KOYLON® FOAM LAUNCH THEIR 1959 DECORATOR SERIES WITH THE "AMERICANA ROOM" DESIGNED BY MEMBERS OF THE SOUTHERN CALIFORNIA CHAPTER OF A.I.D.

Shown left to right:
Edward Frank, A.I.D.
Adele Falkner, A.I.D.
John Nicholson, A.I.D.

Thousands have seen U.S. Naugahyde's "Americana Room" at the Home Furnishings Show in the New York Coliseum and at the Decorators' Show in Los Angeles... thousands upon thousands more will see it—in **full color on full pages**—in the March issues of the top national home furnishings magazines.

THE AMERICANA ROOM is a perfect example of how beautiful, practical U. S. Naugahyde upholstery tailored over the luxurious comfort of Koylon Foam Cushioning can be adapted to both contemporary and traditional furniture. Consumers all over the country know and depend upon the combination of Naugahyde and Koylon for lasting beauty and comfort...they ask for it by name. For better business next season, make sure you're ready to meet the ever-growing demand for both these fine products!

US RUBBER **United States Rubber**

Coated Fabrics Dept., Mishawaka, Indiana

Nowhere in the whole wide world is there anything like . . .

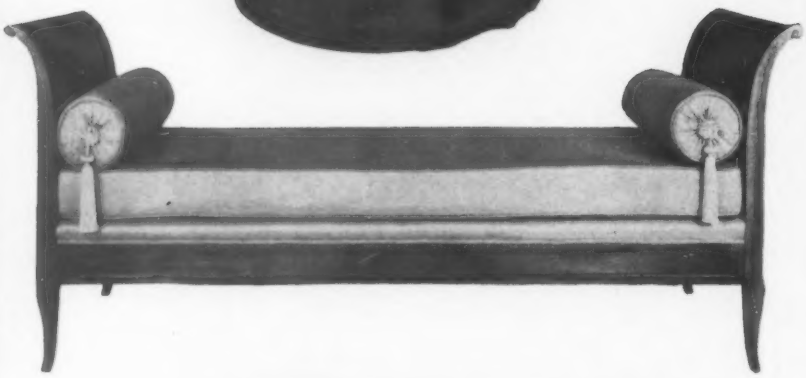
DSG

the Decorative Showrooms Guild

. . . an association of showrooms that display only the most select furniture, carpeting and accessories in settings of incomparable splendor . . . all of our facilities are designed for your convenience . . . we hope you will use them soon.

Naturally it has the world's best address . . .

members of the guild . . . S. J. CAMPBELL CO. • DIXON-POWDERMAKER FURNITURE CO. • E. VIRGINIA KEMPER ASSOC., INC. • DUNBAR • CHARLES B. GELLER • HARVEY PROBBER • KNAPP & TUBBS, INC. • KNOLL ASSOCIATES, INC. • FICKS REED CO. • FLUES & ORR, INC. • M. SINGER & SONS • LAVERNE ORIGINALS • DIRECTIONAL SHOWROOMS • GLENN OF CALIFORNIA • HERMAN MILLER FURNITURE CO. • KITTINGER • R-WAY FURNITURE CO. • ROMWEBER • PRITCHARD & ROBERTS, INC.



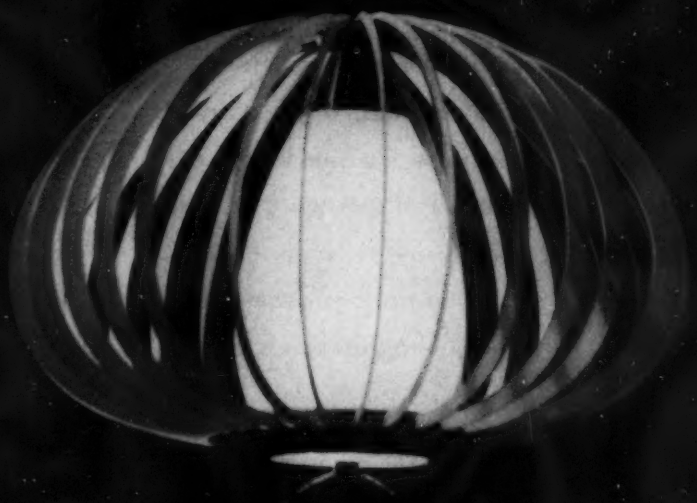
Market Spotlight

continued from page 58

Keynote is Elegance

Fabrics, furniture and accessories in a salon setting of 18th-century is the theme of the new showroom of John L. McHugh Sources, 26 East 56th Street, New York. Fabrics include the superb Lisio imports, including rich handwoven silks, brocades, damasks and cut velvets, as well as a domestic silk line from the firm's own mill. These comprise an extra wide color range of taffetas, satins, and twills, as well as damasks and brocades all notably well-priced for their fine quality. Antique furniture and accessories, many one-of-a-kind, include the burl-walnut English lowboy, charming for its gentle reticence of style, *circa* 1720 (illustrated), veneered and banded and with a writing leaf in red felt; and the beautifully scaled Directoire daybed *circa* 1800, is adaptable to many interiors. Also shown are Victorian wood and iron-trim bushel measures, marvelous mirrors, paintings, marble mantels, clocks and statuary, as well as door and overdoor trim treatments extremely beautiful for their hand-carved detail.

Continued on page 84



moonlight... Globelight...your light for designs in living

Finline... moon of the East, mood of the West... subtle new art form casting its soft glow on your newest interior plans, modern or traditional, home, office or institution. This gracefully contoured cage of matte-white metal ribbing flatters all design forms with easy, glare-free illumination. Available in a variety of fixed or pulley models. Finlines and other Globelights are to be seen at our showrooms and finer distributor showrooms everywhere... and in our new 4-color Lighting Album featuring some 300 exciting, functional fixtures.

Send for new 64-page Lighting Album. First editions of our new full color illustrated Lighting Album are now available. Address inquiries, on your professional letterhead, to Globe Lighting Products, Inc., Dept. ID, 1710 Flushing Ave., Brooklyn 37, N. Y.

GLOBE

GLOBE LIGHTING PRODUCTS, INC. SHOWROOMS: 16 E. 40TH ST., NEW YORK 16, N.Y. 325 N. WELLS ST., CHICAGO 10, ILL. ... OVER A THIRD OF A CENTURY OF LIGHTING LEADERSHIP
IN CANADA: VERD-A-RAY ELECTRIC PRODUCTS, LTD., MONTREAL 9

FURNITURE EXHIBITORS

of St. Louis

Here, under one roof, is a world of exciting ideas for the decorator and client. Breathtaking room settings . . . complete with exquisite accessories and unusual objet d'art . . . furniture names that are a rollcall of quality. Our trained personnel is at your service. Strictest client protection. We invite you to visit us.

BAKER

JOHNSON-HANDLEY JOHNSON

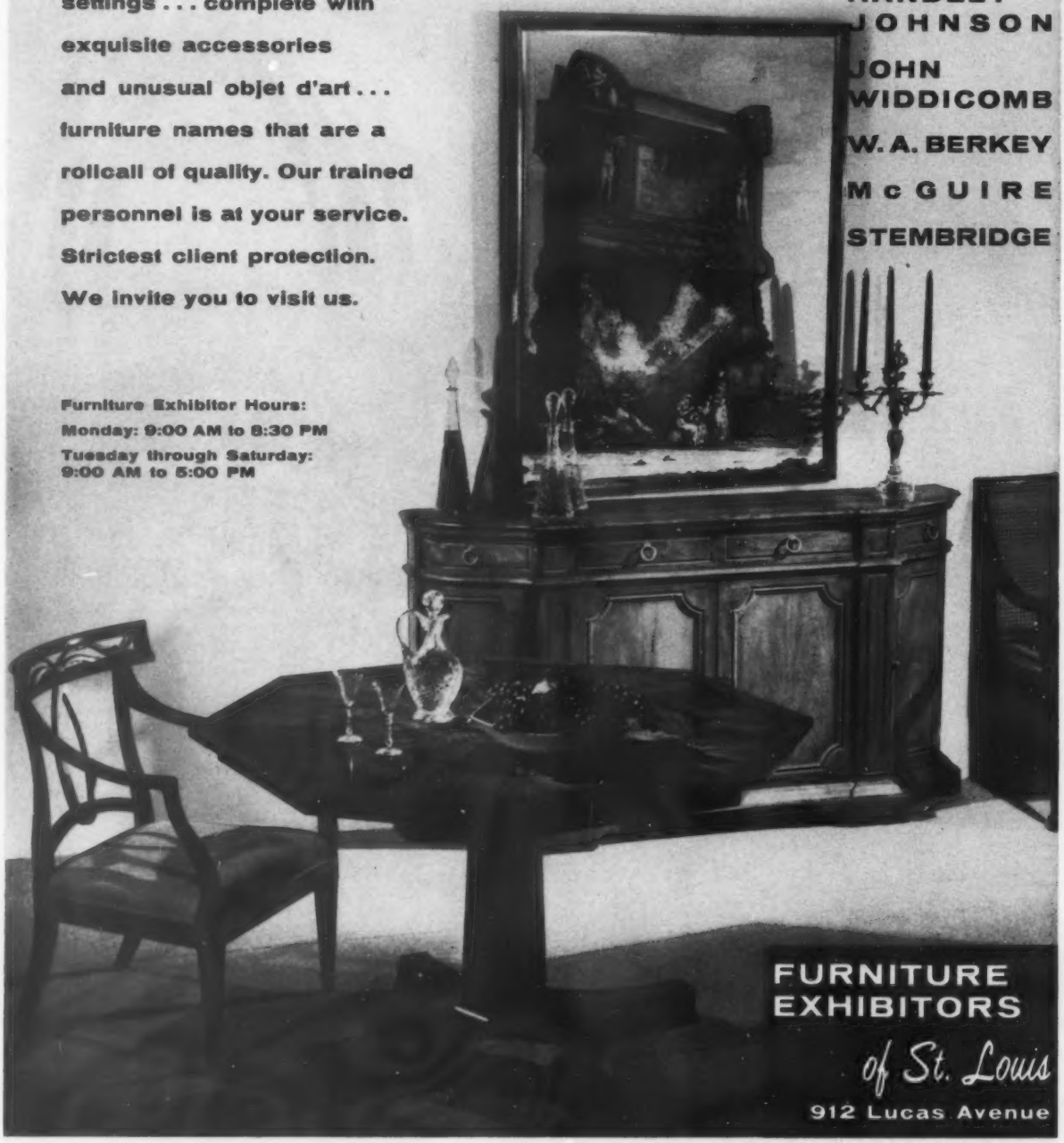
JOHN WIDDICOMB

W. A. BERKEY

McGUIRE

STEMBRIDGE

Furniture Exhibitor Hours:
Monday: 9:00 AM to 8:30 PM
Tuesday through Saturday:
9:00 AM to 5:00 PM



FURNITURE EXHIBITORS
of St. Louis
912 Lucas Avenue

Pattern A256; Color 533

Archibald Holmes & Son

Pattern 784; Color 586

your identity in carpet . . .

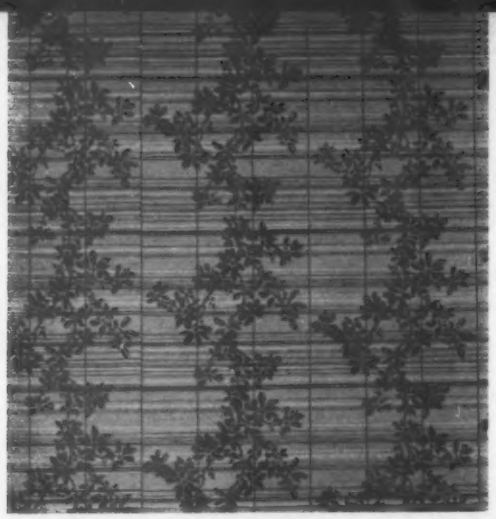
The grandeur that was Rome . . . the grace of fine dining . . . and the design touch of Morris Lapidus distinguish the new Continental Restaurant just opened at the Garden State Plaza, a New Jersey shopping center. Carpet in a classical motif sets the design theme of the Appian Room, the main dining room (above). Subtle coral pinks and muted blues in the pattern are coordinated through other furnishings, even to the glassware. A green and coral pink plaid carpet in the private Plaza Club Room (right) underscores the English feeling. Carpet colors and designs by Morris Lapidus were developed and executed by skilled craftsmen at Archibald Holmes & Son, trained to work closely and intelligently with decorators and architects.

Let Beautiful Holmes carpet express *your* design thoughts and special colors in a product to be proud of. Holmes carpets are of the finest quality, prices are competitive and service is the working motto in our contract department. You may send your own sketch or choose from our library of ready designs. For the name of the Holmes contractor nearest you, write or call Archibald Holmes & Son, Erie Avenue and K Street, Philadelphia 24, Pa. *Now in our second century of fine weaving.*

A Walter Reade restaurant. Architecture and interior design: Morris Lapidus. Kornblath. Harle and O'Mara. Carpet contractor: Laurel Carpet Co.

Beautiful Holmes

CONTRACT CARPETS GUARANTEED MOTHPROOF



Market Spotlight

continued from page 80

Patterns for Walls

A brand new series of handprints for walls, *Collection 20*, has been introduced by Bassett & Vollum, Inc., 161 East Grand Avenue, Chicago, Illinois, in a wide variety of colors and patterns. *Bamboo and Foliage* and *Waterfall* are both nature studies but different in tone and mood; in one, a vertical fall of foliage is superimposed over a background of horizontal bamboo slatting for a strong textural quality; the other, large in scale, is especially suitable for an entrance hall or foyer. Ardith Lauerman has designed a provincial *Pastorale* vignette with twining ribbons framing a rural setting in a theme reminiscent of the paintings of Fragonard; other designs include *Leaves of Lace* by Edgar Miller, a charming pattern of gently blowing leaves and grass; *Poisson*, all whimsey and fun in the aquarium world. The new designs can be seen in New York at Renverne, 515 Madison Ave.

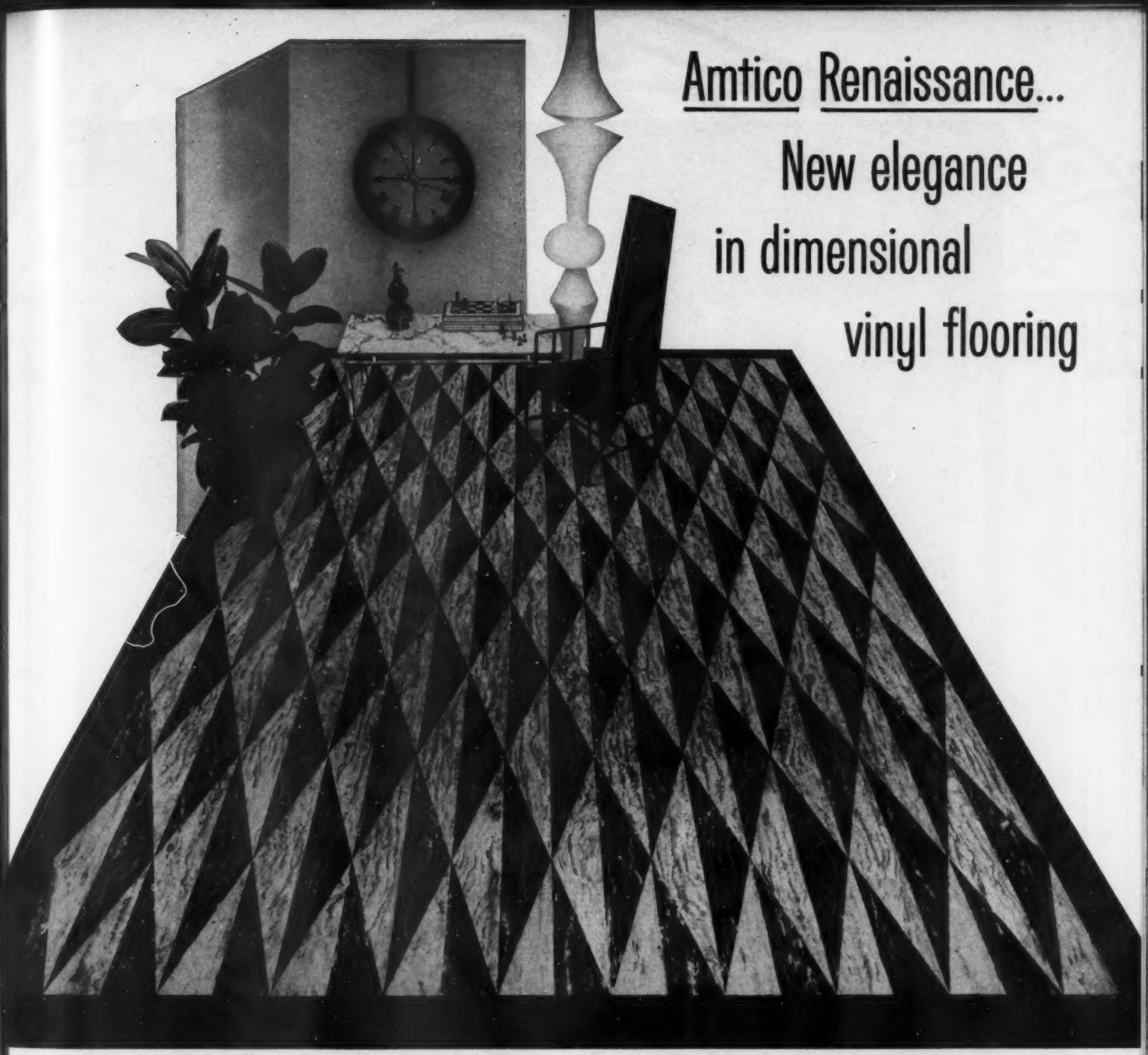
New Source for Fabrics

The new Franklin Harward Fabrics collection at 24 East 56th Street, New York, introduces a superior group of upholstery and drapery fabrics designed by Edward Wormley. Notable for exceptional qualities of beauty and practicality, the designs answer the needs of interior designers working in the contemporary or traditional veins, with solids, textures, prints, sheers, and a special group of upholstery leathers, in a wide color range. Shown here are three of the fabrics: *Campanile*, 50″ wide, with multi-colored woven stripes in varying widths, weaves, colors and yarns, including silk, wool, linen and Egyptian cotton; a geometric design and a floating leaf pattern, both handprinted on handkerchief linen in white on white or colors. Also available here are the fine woven fabrics by Rancocas.

Continued on page 88

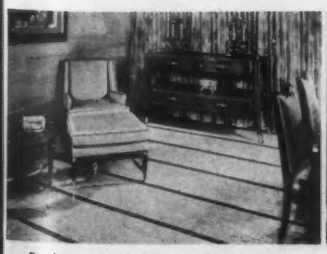
Amtico Renaissance...

New elegance in dimensional vinyl flooring

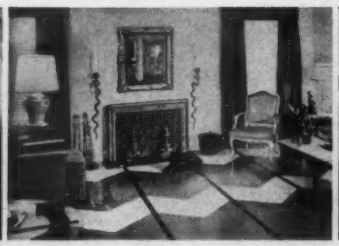


More lustrously beautiful, more strikingly elegant than even natural marble itself . . . this, in all its grandeur, is Amtico RENAISSANCE Vinyl Flooring. Nine delicate color hues subtly reproduce marble's shadings and variations. Amtico RENAISSANCE also has a wonderfully translucent quality never before achieved in vinyl flooring. There's a lifetime of beauty and wear in each all-vinyl tile . . . for the colors go through and through. Amtico RENAISSANCE always looks new with so little care. Actually outwears marble many, many times.

To create a multitude of handsome and striking effects for any decor, choose from the world's most complete, most colorful line of fine floor coverings—Amtico Vinyl or Amtico Rubber Flooring.



By Leonard Haber for Albano, this classic collection is perfectly complemented by an Amtico Vinyl floor.



Informal elegance keynotes a Lloyd Bell living-dining room set off by a contemporary Amtico Vinyl floor.

In this den, Raymond Stewart adroitly repeats Amtico Terrazzo Design Vinyl Flooring on desk and cupboards.

Amtico
PERMALIFE
VINYL FLOORING

1908-1958...50 Years of Growth and Progress

AMERICAN BILTRITE RUBBER COMPANY

TRENTON 2, NEW JERSEY

In Canada: American Biltrite Rubber Company, Ltd., Sherbrooke, Que. Showrooms: 295 Fifth Ave., N.Y.C. • 13-179 Mdse. Mart, Chicago

AMTICO, Dept. ID-6, Trenton 2, N. J.

Please send detailed literature and FREE complete set of Amtico Vinyl and Rubber Flooring samples to:

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

(Please attach coupon to your business card or letterhead)

SCHOOL OF FINE ARTS UNIVERSITY OF PENNSYLVANIA

The Light Touch
IN
WROUGHT IRON
Abels, Wasserberg & Co. Inc.
23 EAST 26th STREET, NEW YORK 10, N. Y.
Grand Rapids: Grand Rapids Exhibition Bldg.

THE COURTYARD SHOPS

LOS ANGELES, CALIFORNIA

JANE ELLIS, 714 NO. LA CIENEGA BLVD.

French Iron Dogs, Venetian Lanterns, Spanish Iron Gates, Italian Glass Grape Lights From Large Stock of Antique and Decorator Items. San Francisco Showroom, 2700 Hyde Street.

DON BADERTSCHER, 716A NO. LA CIENEGA BLVD.
LOS ANGELES 46, CALIF.

Portion of display at 1958 Decorator's Show, Pan Pacific Auditorium, Los Angeles, showing use of 18th century country French furniture.

RICHARD S. GORHAM ANTIQUES, 716 NO. LA CIENEGA BLVD.
LOS ANGELES 46, CALIF.

Where you will always find a large selection of treasured accessories and Objets d'art gathered from all parts of the Old World, along with complete furnishings for the home, both old and new. Sorry, no brochure available.

EDWARD F. WHITE, 718 NO. LA CIENEGA BLVD.

...MEMBERS LA CIENEGA CENTER...

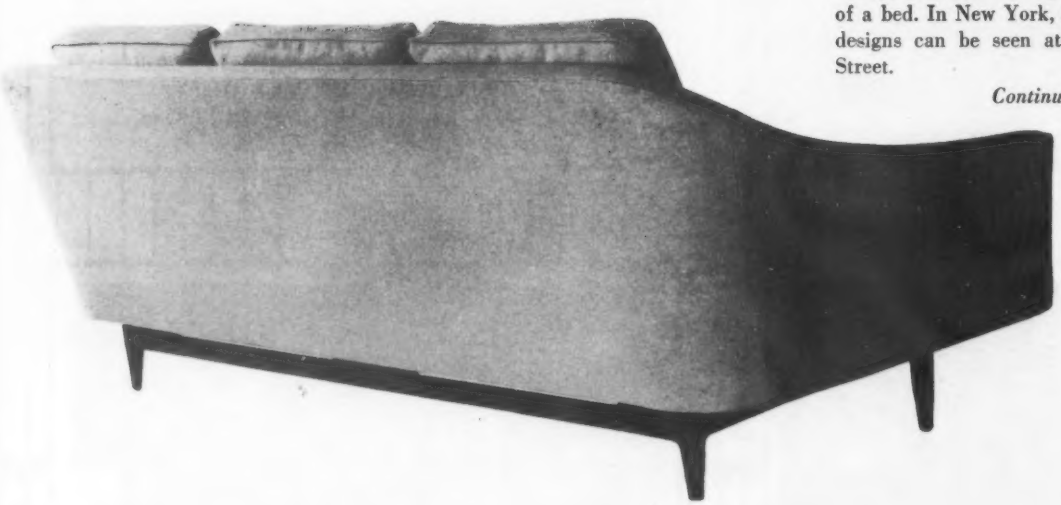
Market Spotlight

continued from page 84

Risom's New Residential Designs

Extensive new additions to Jens Risom's "Residential Collection" range from upholstered pieces to a bedroom grouping, with emphasis on a new use of rubbed linseed oil to enhance the beauty of the American cherry now available as an alternate to walnut. A new hardware selection is also offered including all-metal, all-wood or combination metal-and-wood pulls. The unusual chair and sofa pictured here are companion designs distinguished by graceful contoured lines, handsome when viewed from any angle; maximum comfort is assured with seat cushions of latex foam, back cushions of down and foam. Highlight of the bedroom grouping is a neatly scaled headboard with upholstered or cane panels slightly pitched for reading in bed, available in twin or double sizes. A small table for bedside use also doubles as a telephone or end table, includes such features as a rail around the top, a shallow drawer and lower shelf covered in leather for color accent; the gently curved line of the shelf is repeated in the design of a new upholstered bench for use with a vanity, as extra seating or at the foot of a bed. In New York, the new Risom designs can be seen at 49 East 53rd Street.

Continued on page 92



design *Versatility* for liveable interiors

CROYDON BUILDING

5 completely decorated floors where form, color and fabric provide the unusual in functional elegance.

. . . from our highly select exhibit of Contemporary, Traditional, Modern, Early American, Rural French and The Provincials.

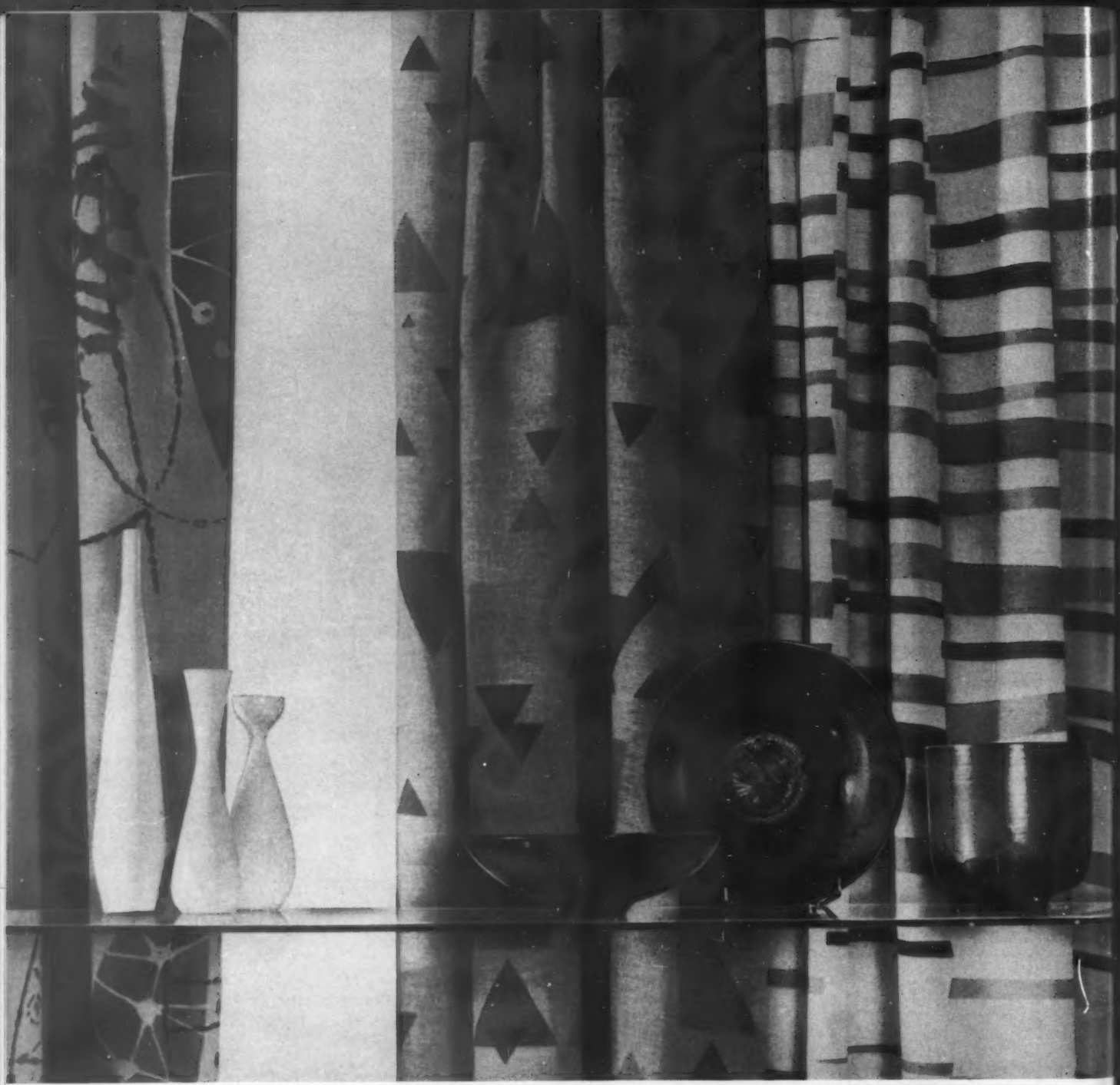
Good taste needn't depend on price alone. At Croydon we have taken giant strides to satisfy even pygmy budgets.

Croydon FURNITURE, INC.

41 E. 31st ST., NEW YORK 16, N. Y. • OR 9-8866 • FREE PARKING

HRS: Daily 9 A.M. to 5:30 P.M. (incl. Sat. 'til 5) Thursday Evening 'til 9 P.M.

FINMODE MODERN • CHIPPENDALE • RELIABLE • METZ • MORGANTON • PENNSYLVANIA HOUSE • CONTINENTAL • CENTURY



Featured drapery fabrics available at Laverne Originals, 160 East 57th Street, New York; Merchandise Mart, Chicago; Decorative Center, Dallas.

THE HOMESPUN LOOK

in new wash-and-hang drapery fabrics of DACRON and linen

REG. U. S. PAT. OFF.

These decorator fabrics do something wonderful for contemporary settings. The beautiful blend of 65% "Dacron"* polyester fiber and 35% linen has an exciting hand-woven look . . . plus modern ways to please the practical. All these fabrics wash easily . . . won't stretch or sag . . . stand up to open-window weather. Available in a wide range of prints in colors to fit every decorating plan.

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the fabrics shown.

IN HOUSTON, TEXAS

G. MAXFIELD TAYLOR

WHOLESALE FURNITURE SHOWROOM

REPRESENTS

Alonzi Furniture Company
American Furniture Company
Batesville Cabinet Company
Bechtold Bros. Upholstering Co.
Century Furniture Company
Charlotte Chair Company
Colony Tables, Inc.
Davis Cabinet Company
Globe Parlor Furniture Company
R & E Gordon Furniture Company
Grand Rapids Chair Company
Hickory Chair Company
J. L. Metz Furniture Company, Inc.
Mount Airy Furniture Company
Robinson-Johnson, Inc.
Romweber Furniture Co. of Batesville
Sligh-Lowry Furniture Company
Statton Furniture Company
White Furniture Company

G. MAXFIELD TAYLOR, INC.

1007 WAUGH DRIVE

HOUSTON 19, TEXAS • JA 6-2766

IN HOUSTON, TEXAS

McKenzie Galleries

SHOWROOM OF FINE FURNITURE

REPRESENTING THE FINEST

S. J. CAMPBELL CO.

GREGORI
FURNITURE CORPORATION

MASTERCRAFT
FURNITURE COMPANY

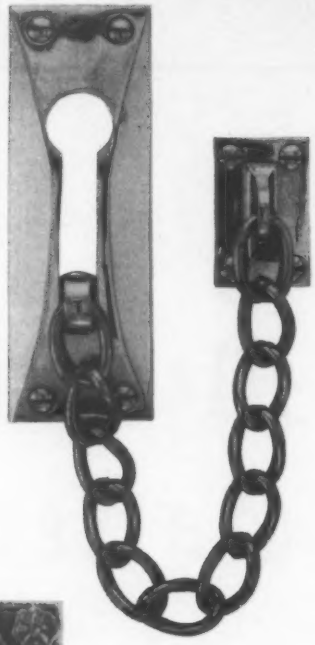
MELDAN FURNITURE

THE KARGES
FURNITURE COMPANY, INC.

ROMWEBER

McKenzie Galleries

3200 W. DALLAS • HOUSTON 19, TEXAS



Market Spotlight

continued from page 88

Decorative Hardware Imports

A diversity of new hardware offerings in a wide variety of styles, materials and finishes is made available by Ottavia, Inc., 345 Hudson Street, New York. There are, for example, many new pole ends and holdbacks for draperies in a bright glamorous brass finish, in both palmetto and rococo designs, comprising Empire and ribbon motifs, as illustrated. A heavy-link door chain is particularly striking for its straightforward simplicity of design, and in the switch plates there is a return to surface texture decoration with bamboo, wreath and baroque motifs. Fleur-de-lis and palmetto hooks are interchangeable as drapery attachments, and for a new light note in bathroom accessories, consider the firm's shelf and towel-bar ensembles of aluminum, anodized in a choice of gold, black or silver, wonderfully easy to keep clean. All items mentioned are now on view at S. M. Hexter, 509 Madison Avenue, New York.

Continued on page 96

COMPATA furniture fashions as you like them at **A. H. STIEHL:**
rare finds for medium or unlimited budgets, well done!

They're yours to apportion as you wish at Stiehl. Within Stiehl's seven, block-long showroom floors are the choice selections from today's furniture fashion: Compata and other Contemporary lines, as well as famous names of all the decorating periods. At Stiehl you add to the power of every client's budget by thinly sliced payments according to Stiehl deferred payment plans. Your clients, and their value-conscious friends, look to you for this kind of versatility, for the tremendous variety, the enormous values only you can provide... through A. H. Stiehl.

Modern, traditional & provincial living, dining, bedrooms & carpets...Since 1909 **A. H. STIEHL** *28 W. 20th St., N.Y.C.*

MEMBER FIRMS OF THE

L. W. Berinoff
441 Jackson

Bernhard's, Inc.
451 Jackson

Bill Brewer Associates
802 Montgomery

S. Brown Company
425 Jackson

Frederick George Bruns
804 Montgomery

Butterfield and Butterfield
445 Jackson

Cal-Craft
407 Jackson

Henry Calvin Fabrics
412 Jackson

Cannell and Lincoln
431 Jackson

Caro and Upright, Inc.
435 Jackson

Conrad Imports
523 Pacific

Continental Frame Company
535 Washington

Caruthers Conway
1 Balance

Damron-Kaufmann, Inc.
440 Jackson

The Fred Dean Company
451 Jackson, Kneedler-Fauchere

Decorative Imports
408 Jackson

Dunbar Furniture Corporation of Indiana
42 Hotaling Place

Fred T. Durkee, Inc.
470 Jackson

Ruth Ellis
432 Jackson

Ernst
712 Sansome

E. O. I.
528 Washington

Derek M. Fairman
460 Jackson

Finlinson-Horne
1011 Kearny

Floor Decorator's, Inc.
415 Jackson

Leonard R. Foss Studios, Inc.
407 Jackson

Franz
523 Pacific

Don Frazier, Inc.
550 Pacific

Glass Fabrics, Inc.
523 Pacific

Greeff Fabrics, Inc.
617 Sansome

Hagen and Strandgaard, Inc.
416 Jackson

Niels C. Hansen
643 Battery

S. Harris and Company, Inc.
451 Jackson

International Floor Coverings
592 Pacific

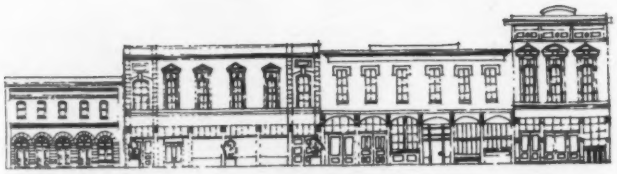
Ken Keeney
414 Jackson

JACKSON

THE NATION'S UNIQUE DECORATIVE CENTER
IN SAN FRANCISCO'S MOST HISTORIC BUILDINGS

NEXT FURNITURE MARKET—
FEBRUARY 2 THROUGH 9

NEXT GIFT MARKET—FEBRUARY 1 THROUGH 4



IMPORTERS, FIRMS AND MANUFACTURERS

Acquavella Textile Co.
Hugh Acton
Adams' Leather Accessories
Adamo Custom Creations, Inc.
Altamira
Alva Studios, Inc.
Amerasia Associates, Inc.
American Chair
American Holiday
American Satina
Amthor-Li Imports
Amtico
Ansteth Imports
Arabia of Finland
Armstrong Cork
Arnot
Art Pillows
Artlee Fabrics, Inc.
Ruth Asawa Wire Sculpture
Automatic Devices Co.
Avandaro Cotton
Avard Furniture
Baker
Barbary Coast Designs
Barnard and Simonds
Barwick Mills
Bassett and Vollum, Inc.
Bathcraft, Inc.
Baugh Ceramic Lights
Beemak, Inc.
Beloit Mills
Bergamo, Inc.
L. W. Berinoff
Wm. A. Berkey
Bernhard's, Inc.
Bigelow Carpets
Biri-Weave
Bonnier's
Bonwood Furniture Co.
Boyles Custom Carpets
Bill Brewer Associates
Brinker-Intarmo
Brown-Jordan
S. Brown Company
Frederick George Bruns
Brunschwig et Fils
Helena Buckingham
Reese Bullen
Yale Burge
Bursk
Butterfield and Butterfield
Cabin Crafts, Inc.
Cal-Carpets, Inc.
Cal-Craft
Cal-Craft Carpet Mills
Caledonia Shops Originals
Henry Calvin Fabrics
Cambaya
S. J. Campbell Co.
C and R Accessories
Cannell and Lincoln
Cards by Toshi
Wayne Carlson
Carpet Fashion, Inc.
Carpet, Inc.
Carpet Masterpieces, Inc.
Casa Azul Imports
Alfred J. Casella
Henry Cassen Fabrics
Charak
Chiarello Light Puffs
Chicago Fabric Co.
Chinacrafts Corporation
Arundell Clarke Fabrics
Clavos
Helen Cole, Inc.
Congoleum Nairn
Conrad Imports
Continental Company of California
Continental Importing Co.
Contract Fabrics, Inc.
Caruthers Conway
Coordinates
Couroc of Monterey
Creative Metal Products, Inc.
Crestline Mills, Inc.
Croft Carpets
Crystal Import Company
Custom Bedding
Custom Carpets, Inc.
Damron-Kaufmann, Inc.
Davey's English Chintzes
David and Dash Fabrics
Dazian's of California, Inc.
The Fred Dean Company
Deco Fab
Decorative Imports
Deep Dimension Vinyl Wall Coverings
Dellinger, Inc.
Denst and Soderlund
A. L. Diament Imports
Dietrich Handprints
Dinkelspiel
Dods-Murdick
Donnenfield Furniture Co.
Drapery Modes, Inc.
Ralph DuBois Hardware
Dunbar Furniture Corp. of Indiana
Duraloom Carpet Mills, Inc.
Fred T. Durkee, Inc.
Easy Apply Murals
The East Asiatic Co.
Edgesco
Elenhank Designers, Inc.
Jackson Ellis
Ruth Ellis
Ake Elmer Ceramics
Emalox
E. O. I.
Mary E. Erckenbrack Ceramics
Eric Handprints
Ernst Contemporary Ties
Ernst Men's Jewelry
Hobe Erwin
Euro-Pacific
Excelsior Art Studios
Exclusive Carpets, Inc.
Fabricator Wrought Iron Screens
Derek M. Fairman
Far Eastern Accessories
Far Eastern Fabrics, Inc.
Feika Imports
Ficks Reed Co.
Fine Arts
Finlinson-Horne
Finnline Stainless Steel
Firth Carpets
Floor Coverings of Puerto Rico
Floor Decorators, Inc.
Forte
Fortune Fabrics
Fortuny, Inc.
Leonard R. Foss Studios, Inc.
Founders
Franz
Don Frazier, Inc.
I. Freeman and Son, Inc.
Fritz and LaRue Co.
F. H. Gammelin and Co.
Kay Garret Ties
Gebhardt of California
Geffman Fabrics
Otto H. Gerdau
Gian Fabrics
Gift Craft
Alexander Girard Place Mats
Glass Fabrics, Inc.
John Good Imports
Charles Gracie and Sons, Inc.
Grand Rapids Chair Co.
Greeff Fabrics, Inc.
Felix Green Imports
William H. Green Floor Coverings
Gregori
Gulistan Carpets
Gustavsberg Ceramics
Hadleigh Furniture
Hagen and Strandgaard, Inc.
Hamilton Stoneware
Monica Hannasch Decorative Panels
Hanseatic Furniture Co.
Hansen Lamps
Niels C. Hansen
Paul Hanson
Harben Wallpapers
Harmill Fabrics
Althea Harper Custom Plastic Panels
Harvin Co.
S. Harris and Company, Inc.
S. M. Hexter Co.
Hightstown Rug Co.
H. M. S. Fabrics Spanish Rugs
Archibald Holmes and Son
Arthur J. Hoffman, Inc.
Hong Kong Woodworks
Hoosier Desk
Evelyn Houghtelling
Wei F. Hsueh
Hurt Manufacturing Co.
Imported Swedish Carpeting
Imported India Carpeting
International Designers Group, Inc.
International Design Importers
International Floor Coverings
Georg Jensen Stainless Steel
Robert John
Johnson
Johnson Chair
Joo Tile
Justice Manufacturing Co.
Karhula of Finland
Katzenbach and Warren
Kayd and Kayd Studios
Ken Keeney
Bill Keliehor Designs, Inc.
Kindel
Maria Kipp
Knapp and Tubbs, Inc.
Kneedler-Fauchere
Knoll Associates, Inc.
Kosmak Fireplaces

JACKSON SQUARE ASSOCIATION

Knapp and Tubbs, Inc.
737 Sansome

Kneedler-Fauchere
451 Jackson

Knoll Associates, Inc.
732 Montgomery

Martin Kuhlmann
617-A Sansome

Richard Lawson
458 Jackson

Louma Hand Prints, Inc.
617-A Sansome

Frederik Lunning, Inc.
315 Pacific

Anton Maix Fabrics
444 Jackson

Martin Imports
716 Montgomery

Mayhew-Welch Associates
472 Jackson

The McGuire Company
38 Hotaling Place

James Kemble Mills, Inc.
407 Jackson

Morrison Imports
408 Jackson

Mutual Woodworking Company
451 Jackson

Marie S. O'Donnell
435 Jackson

Prints, Etc.
494 Jackson

Regency House
407 Jackson

Rickberg Importers
40 Hotaling Place

Robert E. Robson
714 Sansome

Bruce Rogers, Inc.
15 Hotaling Place

Rogers-Kneedler
26 Hotaling Place

Ruben, Ltd.
550 Pacific

Paul Schagen
451 Jackson

Schnitzer, Inc.
539 Washington

F. Schumacher and Company
451 Jackson

Otele Stahmann
407 Jackson

Thaibok Fabrics, Inc.
451 Jackson

J. H. Thorp and Company, Inc.
501 Pacific

Joseph A. Tresch
710 Sansome

Dean Trimble Imports
802 Montgomery

Edwin Turrell Associates
831 Montgomery

James W. Walker
710 Sansome

Wallpapers, Inc.
463 Jackson

Hamilton Wayne Frames
590 Pacific

Wilshire House
400 Pacific

Svend Wohlert, Inc.
473 Jackson

SQUARE

For the Jackson Square Herald issued in January...

For the Jackson Square Directory issued in February...

Please write to...

THE JACKSON SQUARE ASSOCIATION...

W. Allen Knolle • P. O. Box 2529—Station B

San Francisco 26, California

REPRESENTED ON JACKSON SQUARE

Kravet Fabrics, Inc.
Kroder-Reubel Drapery Hardware Co.
Boris Kroll Fabrics
Martin Kuhlmann
Lackawanna Leather Co.
Lamascus
Lange and Williams
Jack Lenor Larsen, Inc.
Laurel
Lauselle Co.
Laverne, Inc.
Richard Lawson
H. B. Lehman-Connor Co., Inc.
Le Klint
Lenco Sales Corp.
Leonard Carpet Mfg. Co.
W. H. S. Lloyd
Lightolier
John B. Logvy
Louma Hand Prints, Inc.
Luberto Design, Inc.
Frederick Lunning, Inc.
Lusky, White and Coolidge
The Madder Company
Magee and Waddelow
Mahsoud
Mai Thai Fabrics
Anton Maix Fabrics
Manchester-Pierce
Mandarin Arts, Ltd.
Marrell Studios
Martin Imports
G. D. Martin Co.
Maslow-Freen, Inc.
Matrix Wallpapers
Mauretania Fabrics, Inc.
Mayhew-Welch Associates
Jean Mayo Murals
Gene McDonald
The McGuire Company
McKenzie Studios, Inc.
Carl Metzger & Assoc.
Kenneth Meyer Co.
Ted Meyer, Inc.
Ralph A. Miele, Inc.
James Kemble Mills, Inc.
Modes of the Moment
Mod-Weave, Inc.
Molina Mills, Inc.
Molia, Inc.
Moroccan Imported Rugs
Morrey's Southern Seas Imports
Morrison Imports
John J. Morrow, Inc.
Mosaics by Vicki Baker
Mottahedeh
Mueller Metals
Murals, Inc.
Murphy-Miller
Mutual Woodworking
Nambe
The Natzlers
Navratil Brass Puffs and Pine Cones
Needletuft Mills
Nessen Studio, Inc.
Northern Picture Frame
Notsjoe Glass
Nu-Craft
Odenheimer and Baker, Inc.
Marie S. O'Donnell
Oken Fabrics
Pageant
Pande-Cameron
Edward Pashayan Co.
Patterson Fabrics
Myron Paul Originals
Payne & Company
Pepper Tree Prints
Norman Perry, Inc.
Peruvian Shop
Petites Choses
Philadelphia Carpets, Inc.
Piazza Prints, Inc.
Pindler and Pindler, Inc.
Pippin
Pliant and Woven Wood
Wm. Polsfuss Associates
Prentice Company
Prints, Etc.
Puget Sound Designs
Quaintance Fabrics
Qualiton
Ramsay Wallpapers, Inc.
Raphael Infinity Fabrics
Raymor
Regency House
Remein & Kuhnert
Paul Rich Associates
Rickberg Importers
Riviera Collection
Robert E. Robson
Bruce Rogers, Inc.
Rogers-Kneedler
Rondelay Glass
Ben Rose
Rosecrans
Milton Rothschild and Son
Rowen, Inc.
Rubee Furniture Manufacturing Corp.
Rubén, Ltd.
Rugcrofter, Inc.
Sallée Custom Carpets
Scalamandre Silks, Inc.
Scalamandre Wallpapers, Inc.
Scan, Inc.
Paul Schagen
Schagen Imports
Peter Schneider
Schnitzer, Inc.
F. Schumacher and Company
Sculptured Fabrics Co.
James Seeman Murals
Irene Seiger Decorative Panels
Selig Furniture
Alison Seymour
Shangri-La
Shelves Unlimited
Shop Arts, Inc.
M. Singer and Sons
Sisal Broadloom
Hella Skowronski
Smith Metal Art
Alexander Smith Carpets
Softflex Glass Fabrics
Soicher, Inc.
Sorcerer's Apprentice
Spinning Wheel Rugs
Otele Stahmann
Dick Stambaugh, Inc.
Stapler Fabrics, Inc.
Charles Stendig, Inc.
Steffy French Furniture
Stembridge Brass
Strahan
Strictly Stripes
Stroud Texture Floor Coverings, Inc.
Studio Brick
Studio Quilting
Andrew R. Summers Associates
Sun Vertikals
Susmuth Glass of Germany
Takagi Imports, Ltd.
Talbett Enterprices, Inc.
George Tanier, Inc.
Tarascan
Taylor-Huggins Furniture Mfg. Co.
Taylor Ties
Thaibok Fabrics, Ltd.
Gene Thall
Shirley Thonsen
J. H. Thorp & Co., Inc.
Thortel Fireproof Fabrics, Inc.
Throw Pillows, Ltd.
Timbertone
Town and Country
Tradition House
Joseph A. Tresch
Norman Trigg
Dean Trimble Imports
Troy
Trueblood Hardware
Edwin Turrell Associates
Umphred's
Albert Van Luit
Verde, Inc.
John Vesey Furniture
Vetrital of California
Victoria Fabric Co.
Vista Furniture Co.
Von-Mel Studios
Peter Voulkos
V'Soske
Sherle Wagner
Waite Carpets
Waldemar, Inc.
James W. Walker
Wallcrest
Wallpapers, Inc.
Walls Today
Wall Trends
Nancy Warren
Waverly Decorative Fabrics
Hamilton Wayne Frames
Webb Textiles
West Coast Trimmings Co.
Widdicomb-Mueller Co.
John Widdicomb
Marion Wieder
Wiggers Wood
Walter R. Williams
Hugh Williamson Lamps
Willow and Reed
Wilshire House
Winfield Foils and Parchments
Witcombe McGeachin
Svend Wohlert, Inc.
Wonderland Design
Woods-Hampton
Woodson Wallpapers
Zina Lamp Co.

Shou

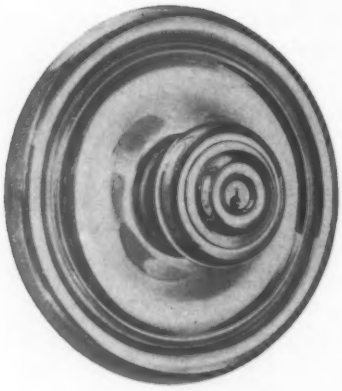
Market Spotlight

continued from page 92

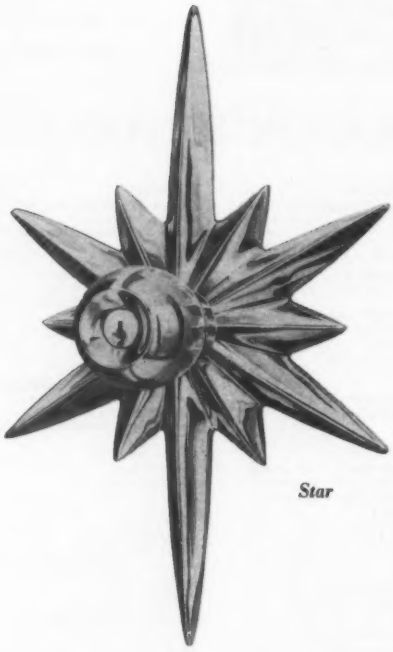
Original Lock Designs

The selection of locks, latches and ornamental escutcheons contribute much to the lasting satisfaction of your client, since the lock is the focal point of an entrance door—the introduction to the interior—giving beauty that highlights architectural and decorative effects. The use of the proper lock design and ornamental background for it make possible the balance so necessary in creating a handsome entrance which is certain to make a favorable impression. To assist the interior designer in the planning and selection of lock designs, functions and finishes for entrances and interior doors, Schlage Lock Co., 350 Fifth Avenue, New York, offers a variety of locks and escutcheons that not only are designed to give you years-ahead styling, but are sure to win the approval of your client. All Schlage locks are accepted as the standard of lock quality by interior designers who know and appreciate fine hardware. They will never wobble or spin, nor come off in the hand, because there are no set screws to work loose—and they are installed in five minutes by simply drilling two holes. There is an illustrated catalog in full color available for the asking.

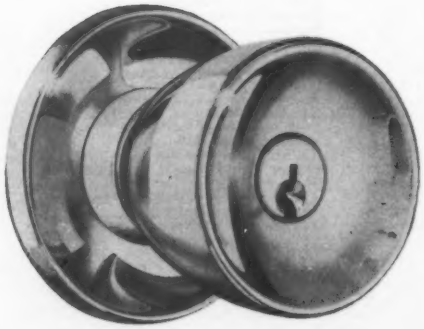
Continued on page 100



Pantheon



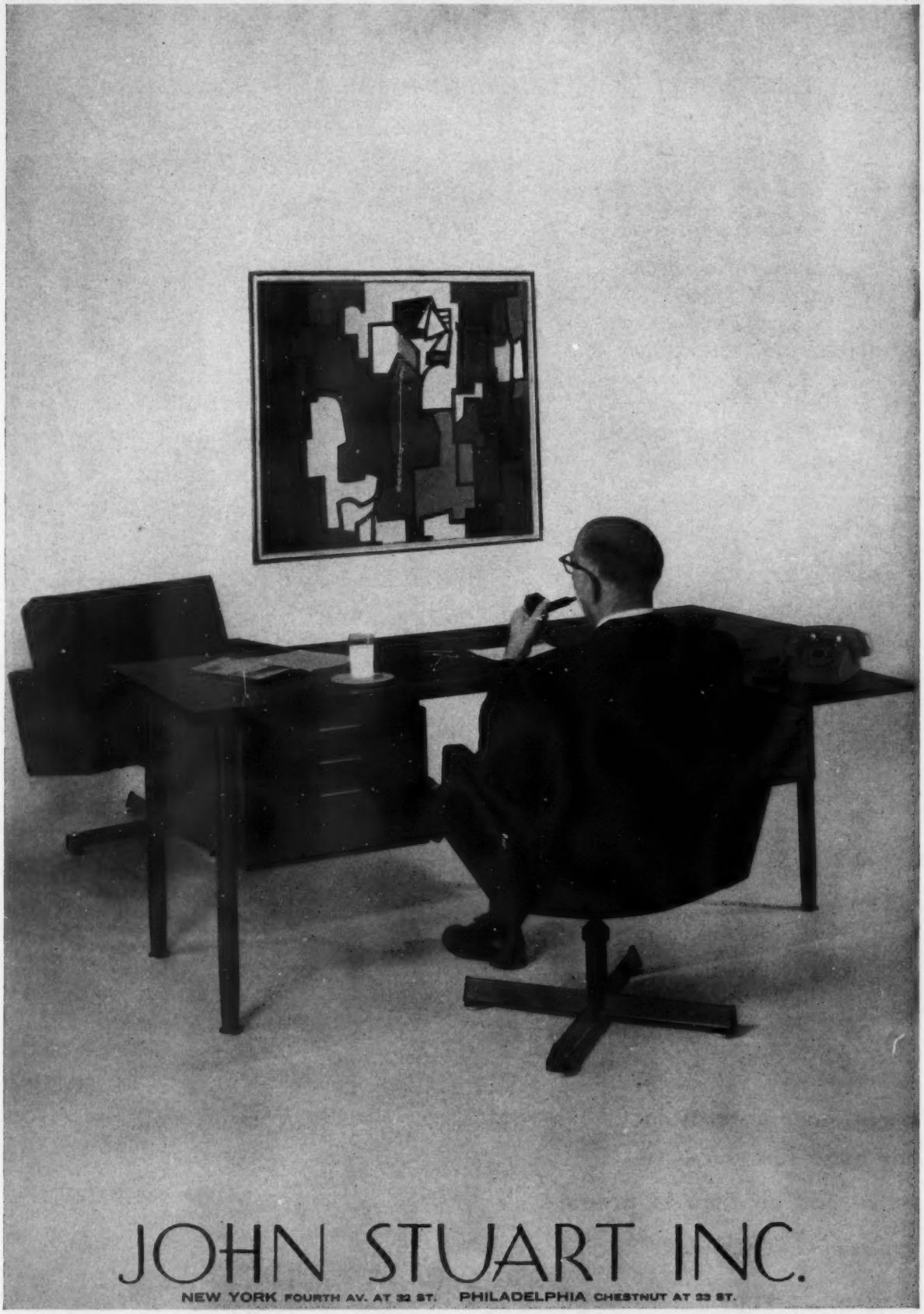
Star



Tulip

Plymouth

DESK AND CHAIRS FROM THE NEW SERIES OF JOHN STUART ARCHITECTIVE FURNITURE



We've been so busy making carpets
and rugs for you —
we've had no time to prepare
our ad . . .

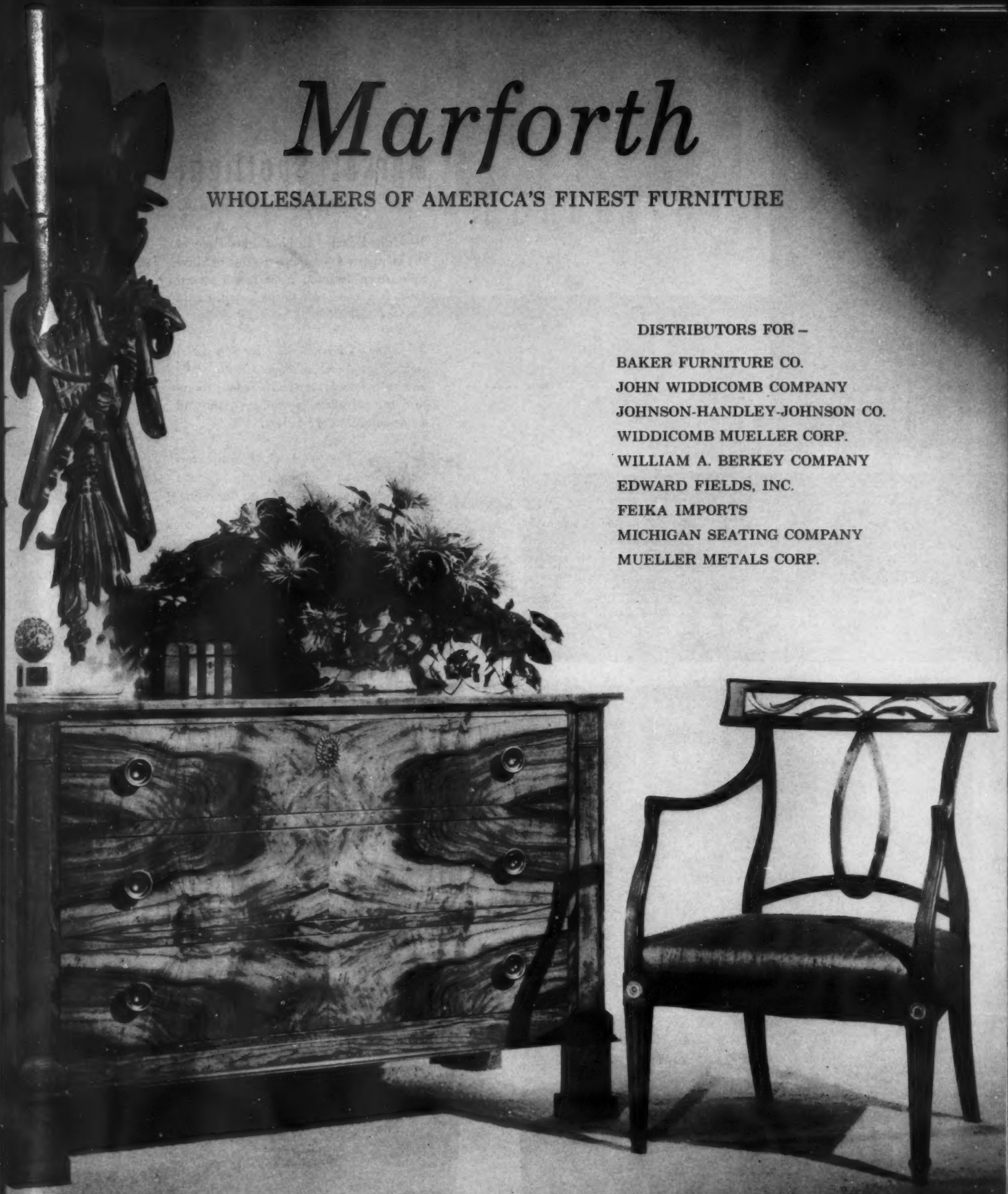
EDWARD FIELDS

Marforth

WHOLESALERS OF AMERICA'S FINEST FURNITURE

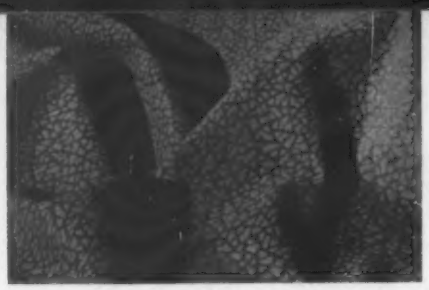
DISTRIBUTORS FOR –

BAKER FURNITURE CO.
JOHN WIDDICOMB COMPANY
JOHNSON-HANDLEY-JOHNSON CO.
WIDDICOMB MUELLER CORP.
WILLIAM A. BERKEY COMPANY
EDWARD FIELDS, INC.
FEIKA IMPORTS
MICHIGAN SEATING COMPANY
MUELLER METALS CORP.



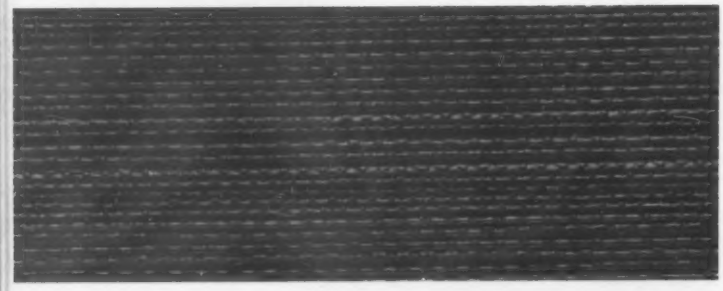
Marforth Showrooms, Inc.

200 FOURTH AVE. · PITTSBURGH 22, PA. · EXPRESS 1-



1

2



3

4

5

7

Market Spotlight

continued from page 96

1—United States Rubber adds *Pace* to the company's *Naugaweave* line of vinyl upholstery designs; *Pace* has a woven look, is porous, soft to the touch, easily tailored and cleaned.

2—Cotan Division of Interchemical Corp. introduces *Mall* for both walls and upholstery; vertical corded, three-dimensional effect is scuff-resistant and flame-retardant, 13 colors.

3—From Bolta-Wall vinyl wallcoverings, a striped linen pattern in two-tone color combinations, resistant to stains, scratches, scuff-marks and abrasions, and classified as fire-retardant.

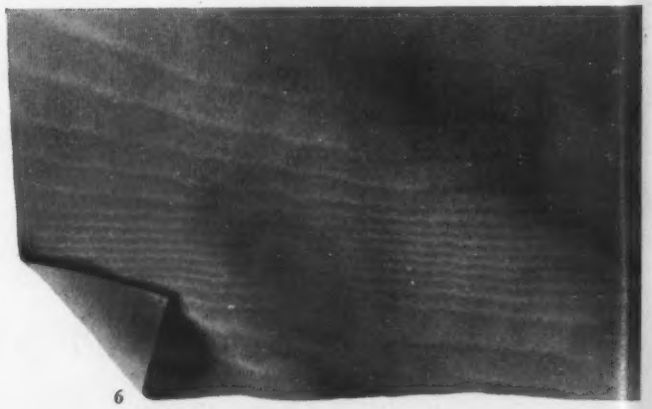
4—U.S. Plywood Corp. adds *Wicker* pattern to *Tapestron*, 54" textured vinyl-coated fabric for walls, chip-and-scratch resistant, meets state and municipal fire requirements.

5—Masland Duraleather offers a "homespun look" in their textured *Duran Vinyl Firth Tweed* for upholstery; colors include mist green, charcoal, red and tangerine.

6—L. E. Carpenter presents the luxury of silk walls in Vicrtex Seta-Venetia a vinyl wall covering with the subtle shadings of moiré, easy to care for and virtually indestructible.

7—Columbus Coated Fabrics offers a new look in vinyl, with different type of embossing creating small sparkling hexagons, giving the upholstery fabric an ever-changing multi-colored look.

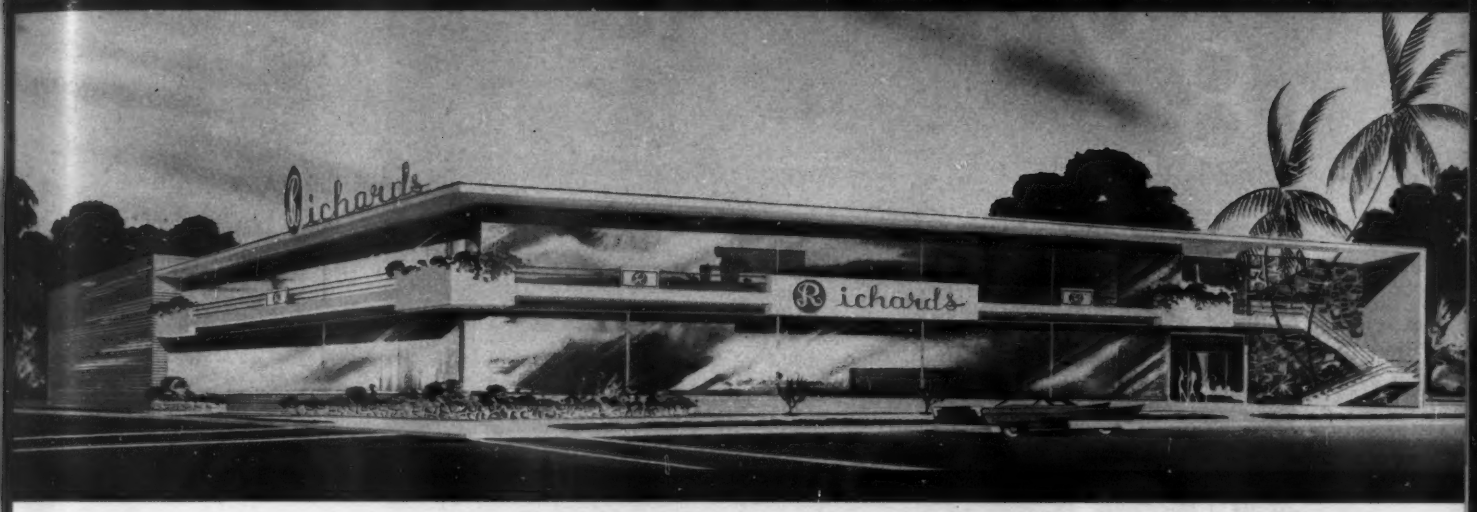
Continued on page 160



6

Richards In the heart of

ROBERTSON CENTER



- *Constantly adding to a prestige showroom that features such well recognized name lines as:*

Cal-Mode	*Mount Airy*
Dependable	*Selig*
Fancher	*Sherrill*
Grand Ledge	*Stand-Built*
Gregori	*Troy Sunshade*
Metropolitan	*Cimbal*
Molla	*White*

and our own superb custom designs.

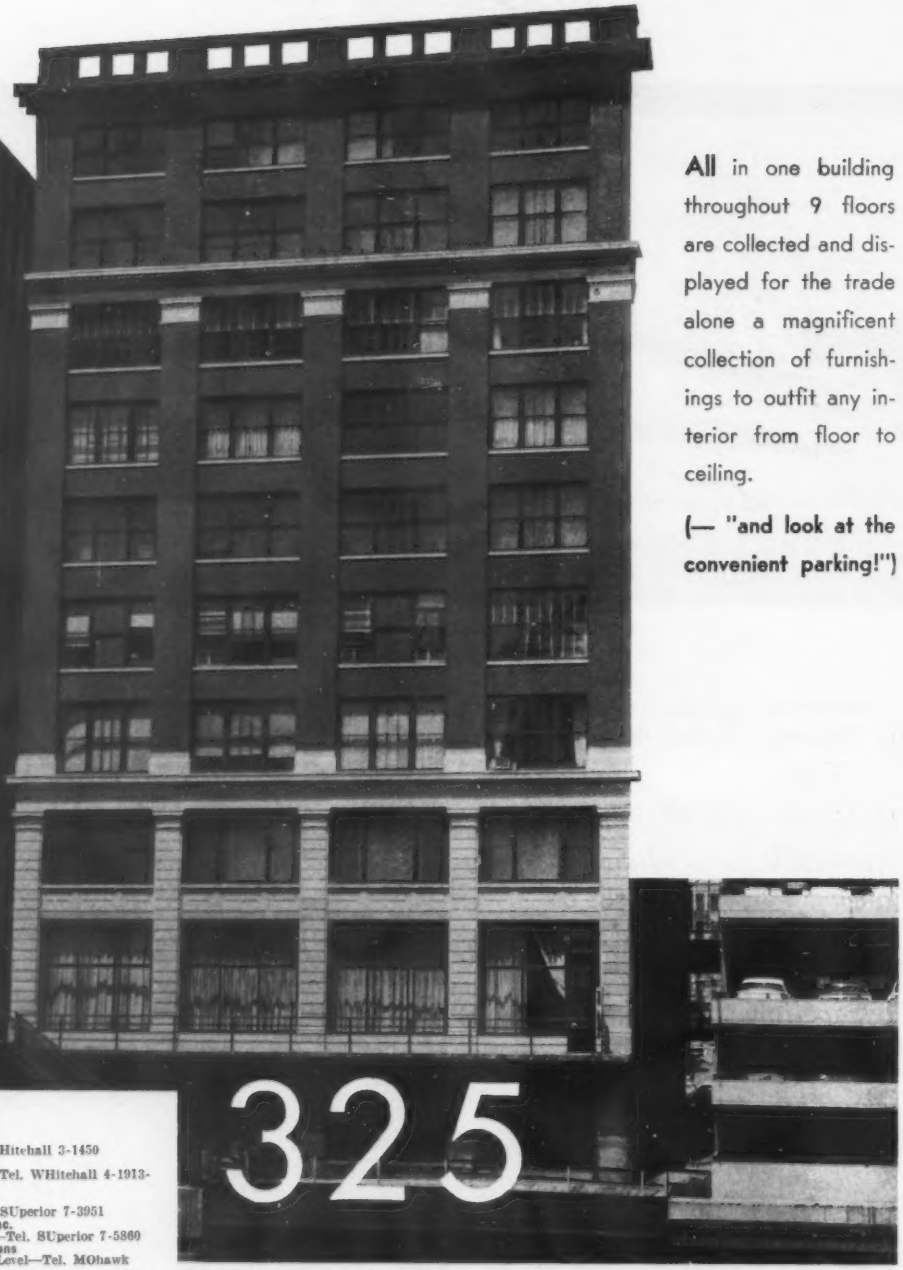
RICHARDS FURNITURE SHOWROOMS INC.

8840 Beverly Blvd. • Los Angeles, California

PICK A NUMBER FROM 1

TO 325

9 8 7 6 5 4 3 2 1



All in one building throughout 9 floors are collected and displayed for the trade alone a magnificent collection of furnishings to outfit any interior from floor to ceiling.

(— "and look at the convenient parking!")

Exhibitors

S. J. Campbell Co.
Sixth Floor—Tel. WHitehall 3-1450
Coronet Showroom
Third Floor North—Tel. WHitehall 4-1913-1914
Davidson Ltd.
Second Floor—Tel. SUperior 7-3951
Design Galleries, Inc.
Eighth Floor North—Tel. SUperior 7-5860
Floor & Wall Fashions
First Floor—Street Level—Tel. MOhawk 4-6121
The Elmer I. Klein Company
Second Floor South—Tel. DElaware 7-6859
Marden Mfg., Inc.
Third Floor South—Tel. WHitehall 4-2574
Chas. L. Orr, Inc.
Fifth Floor South—Tel. MOhawk 4-1588
Urban Furniture Co.
Lobby Entrance—Tel. DElaware 7-2841
L. S. Walworth & Co.
Ninth Floor North—Tel. DElaware 7-3173-3193
Welles & Carter, Inc.
Ninth Floor South—Tel. MIchigan 2-5181
John R. Willis & Co.
Eighth Floor South—Tel. WHitehall 3-2260

THE EXHIBITORS BUILDING

325

325 NORTH WELLS ST., CHICAGO 10, ILL.

S·J·CAMPBELL CO.

Invites You to Our January Showing

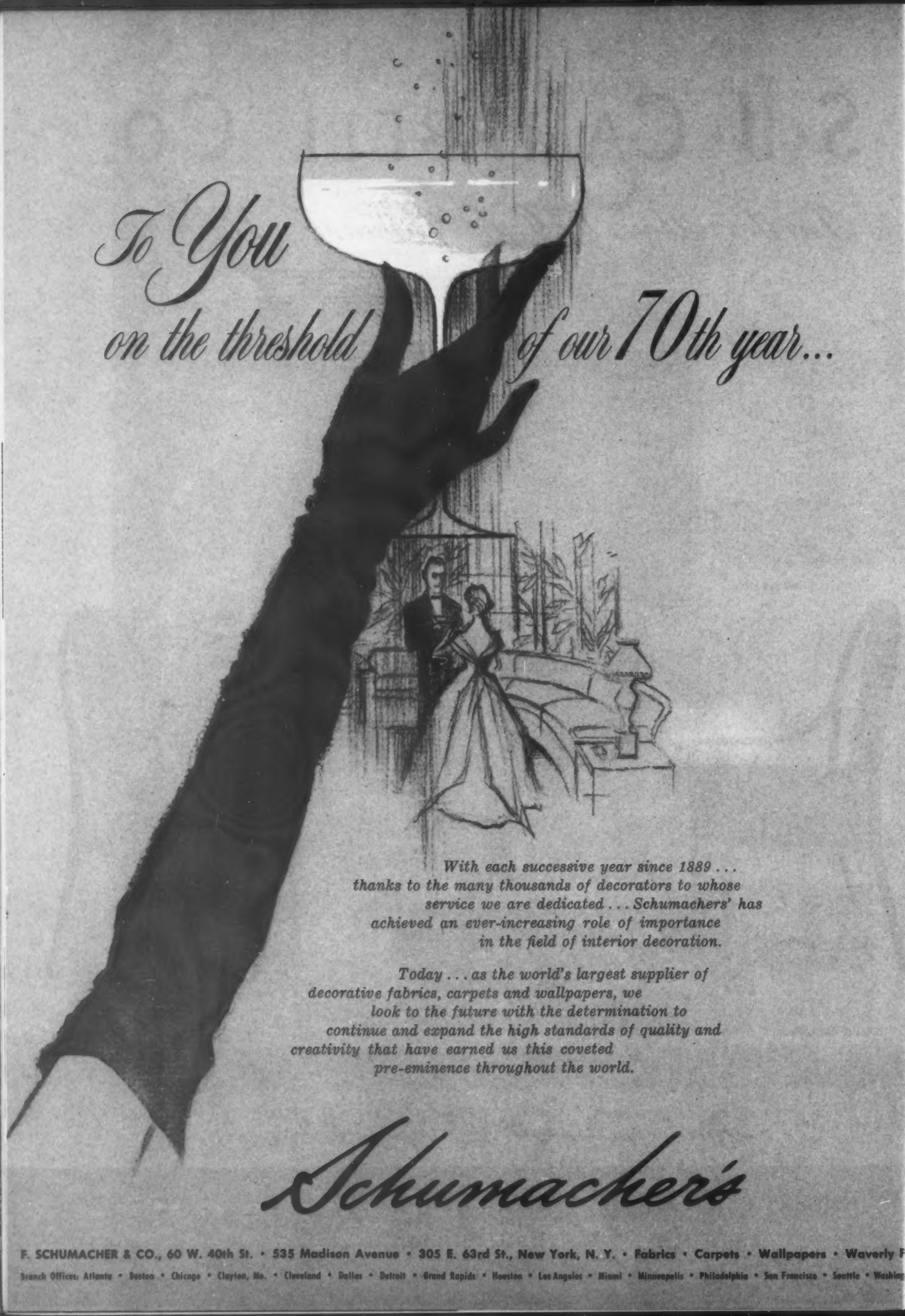
MERCHANDISE MART & EXHIBITORS BUILDING • CHICAGO

Showrooms in all Principal Cities . . . .

A superbly correlated signature collection of classic, contemporary furniture for discriminating clientele.

Gregori
furniture corporation

FACTORY AND EXECUTIVE OFFICES
SHELBYVILLE INDIANA


To You
on the threshold of our 70th year...
With each successive year since 1889 . . .
thanks to the many thousands of decorators to whose
service we are dedicated . . . Schumachers' has
achieved an ever-increasing role of importance
in the field of interior decoration.
Today . . . as the world's largest supplier of
decorative fabrics, carpets and wallpapers, we
look to the future with the determination to
continue and expand the high standards of quality and
creativity that have earned us this coveted
pre-eminence throughout the world.
Schumacher's
F. SCHUMACHER & CO., 60 W. 40th St. • 535 Madison Avenue • 305 E. 63rd St., New York, N. Y. • Fabrics • Carpets • Wallpapers • Waverly Fabrics
Branch Offices: Atlanta • Boston • Chicago • Clayton, Mo. • Cleveland • Dallas • Detroit • Grand Rapids • Houston • Los Angeles • Miami • Minneapolis • Philadelphia • San Francisco • Seattle • Washington, D.C.

Harry V. Anderson
Editor and Publisher

Samuel C. Park, Jr.,
a Partner of J. H.
Whitney & Co.;
Vice President

Frank S. Streeter,
J. H. Whitney & Co.;
Secretary and Treasurer

Lester Dundes
Vice President and
Advertising Manager

August R. Passetti
Assistant Treasurer and
Business Manager

Maude Boyd Anderson
Research

Don J. Anderson
Chicago Representative

Nancy Buckley
Advertising Department

Lee Cannon
Managing Editor

Thomas Curcio
Office Services

Henry G. Dowling
London Correspondent

Sherman R. Emery
Executive Editor

Stanley Ferst
Accounting Department

Alberto P. Gavasci
Art Director

Paula Gordon
Circulation Department

Marguerite Greenspoon
Advertising Department

Sylvia King
Associate Editor

Hal Lieber
Eastern Advertising
Manager

Harold Meeker
Office Services

Frank Monterossi
Accounting Department

Wilber L. Menne
The Menne Co.
West Coast Representative

Larry Moses
Advertising Representative

Diana Munzer
Receptionist

Maurice Neuhaus
Production Manager

Arden H. Parkes
The Menne Co.
Los Angeles
Representative

Ernest Sans Souci
Circulation Manager

James Vincent
Staff Photographer

Bert M. Westman
Advertising
Representative

Robert Zunich
The Menne Co.
San Francisco
Representative

THE ENTIRE STAFF JOINS ME IN WISHING YOU A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

Harry Anderson

Lisanti, Inc.

Air of spaciousness characterizing atrium is achieved with natural brick walls, exposed redwood beams of ceiling, and uncluttered area of flagstone with tropical plants surrounding turf with McGuire furniture in teak finish, the chairs with cushions of Hershell azure textured fabric; redwood benches were specially designed, hold plastic cushions; wrought iron lanterns from Seymour repeat grille motif of foyer doorway.

Garden within the House

The *atrium* forming the central room, or roofed courtyard found in every fashionable house in ancient Rome, is the principal architectural motif of the Florida house designed in contemporary style, home of Mr. and Mrs. Wellington Paul, located in Jacksonville, with interiors designed by Gaye N. Patterson, of Jones Brothers. Architects were Harrison and Frye of Jacksonville.

As in ancient prototypes the center of the roof is open to permit daylight to enter, with a cool plot of grass and planting underneath as a decorative feature, and the entire area giving into a garden room through a curtained opening in a glass retaining wall. Other interesting features include the flagstone paving at the entrance and surrounding the grass plot, the exposed beams of the roof and walls of rough brick laid in irregular courses. This area serves as a reception room for guests, and is surrounded by other rooms of the house which open into it.

Opening off the *atrium* is the garden room, an informal room planned for informal living and entertaining. The ceiling beams here are exposed, as in the *atrium,* and have been painted soft gray to blend with the walls, contrasted with the polished cork floor.

The living room, designed with furniture in symmetric arrangement, achieves a decorative balance that is both reposeful and formal, perfectly attuned to a room luxurious with surf green carpet from wall to wall, and curtains extending over an entire window wall, complementing the dark green marble framing the fireplace opening outlined with bolection molding. The specially designed furniture here includes a pair of cabinets holding pineapple lamps, flanking the chimneybreast, a custom-made coffee table and pair of swivel chairs that may be turned toward a curved sofa at the opposite end of the room to form a conversational grouping, the *chinois* trapunto needlework of the upholstery supplying the only distinctive pattern in the room.

The master bedroom is characterized by a decorative treatment of elegance and charm derived from a refreshing color scheme in martini and olive green, underscored with pink, the motifs developed in graceful curved lines, a refreshing deviation from the straight lines found elsewhere throughout the house.

Gaye N. Patterson, Interior Designer

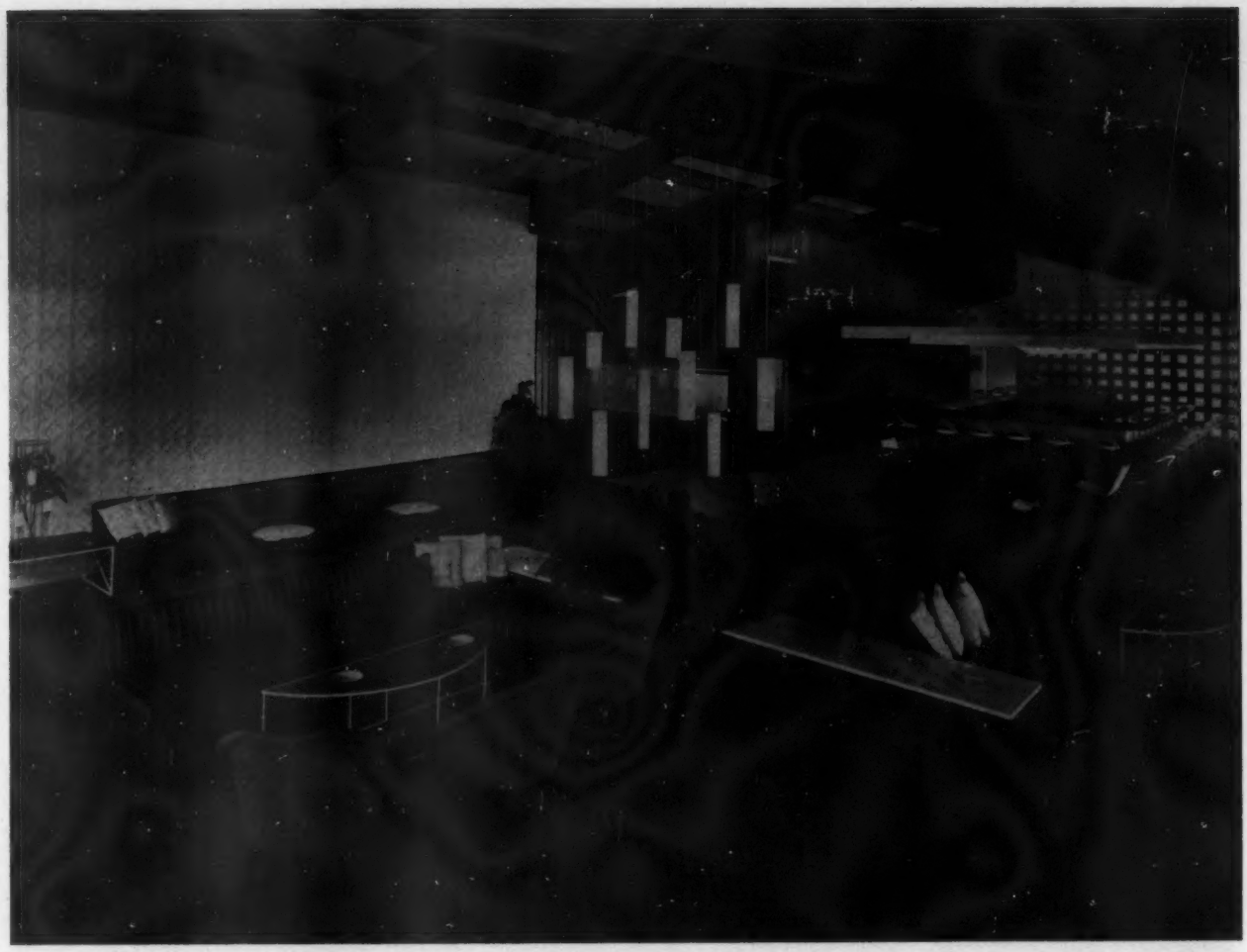
Symmetrical balance of living room furniture grouping was predetermined by the design of the room, with chimneybreast centered at one end and one wall forming window opposite entrance, Barwick carpet and draperies are surf green, the only pattern being Diament fabric in trapunto and vermicelli quilting on Cocheo swivel chairs that can be turned, matching curved sofa at opposite end of room to form conversational grouping; Baker cabinets flank fireplace, hold pineapple lamps by Brach Allen; Feika wall panel has gold leaf backing Cambodian carving; Cocheo cocktail table; accessories, Fan Co.

Garden room is separated from atrium by glass retaining wall forming wide window with draperies of Kent-Bragaline floral linen; walls, ceiling and built-in cabinets accommodating television, hi-fi and storage, are soft gray contrasted with Armstrong polished cork floor; Erwin-Lambeth furniture includes sofas upholstered in Kent-Bragaline blue-green stripe and pair armchairs in Adams olive leather; bench in lacquer red fabric is by Victoria; lamp, Chapman; brass compote and tray from Select Imports. In view of bedroom, below, Story-Smithson shell pink bed coverlet, and curtains of Forester fabric, repeats motif of valance of Jofa stripe; furniture is by Dixon-Powdermaker, the sofa in Scalamandrè fabric; Stockwell wallpaper.

Barnett Simons, A.I.D.

Country Club in Canada

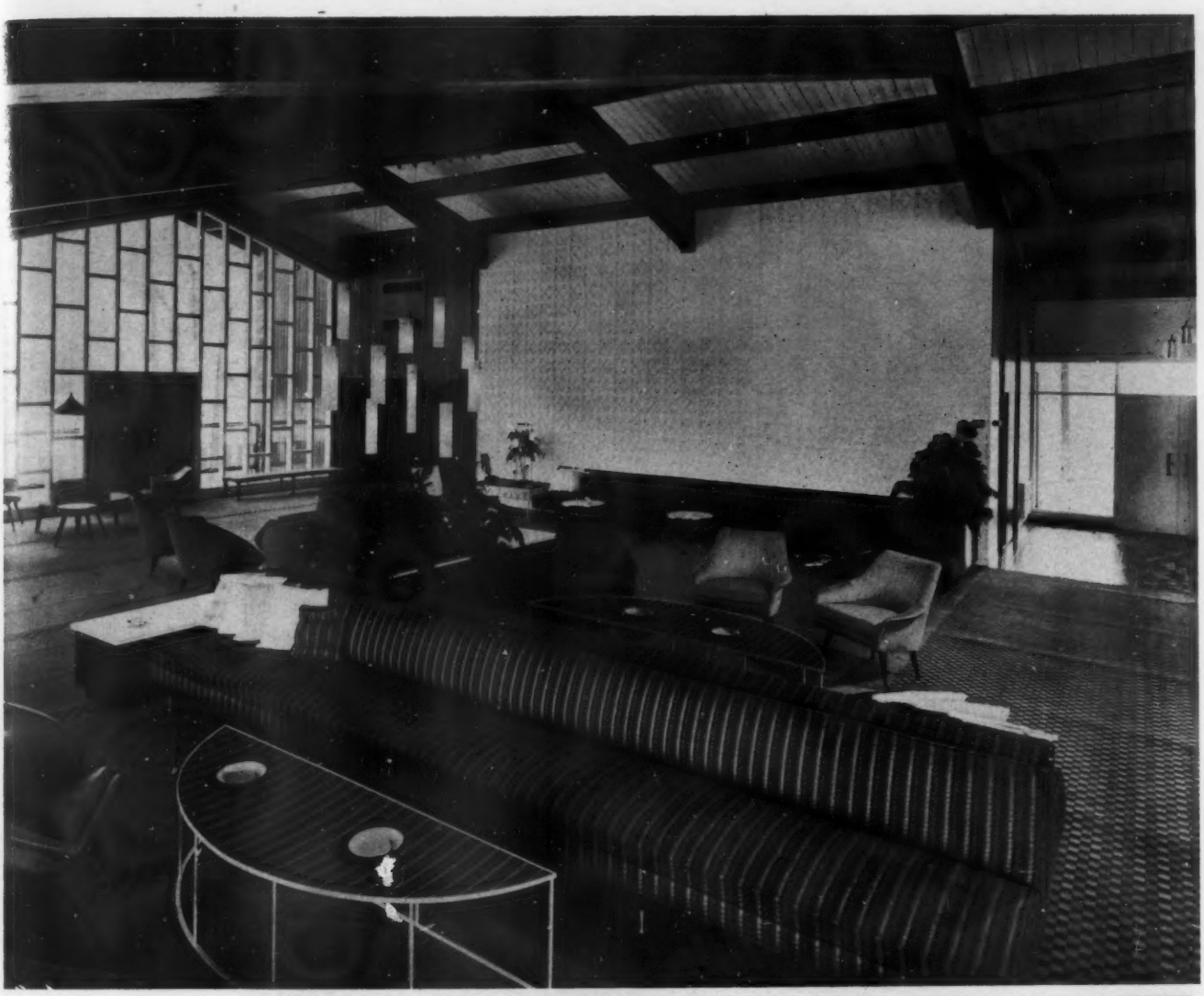
Completed in time to take advantage of Canada's Indian Summer, Montreal's new Pinegrove Country Club offers everything a golfer heading for the 19th hole could ask for. Designed by Barnett Simons, A.I.D., of New York, in collaboration with Montreal architects Mayers & Gervan, the club is all wood—walnut and cedar—with extensive window areas, purposely left uncurtained by the designer to take full advantage of the outside swimming pool and golf course. The interior is divided into two main areas, a lounge and bar, and the entire room is easily adapted for large private parties. Prime consideration was given to establishing a mood conducive to relaxation, and to achieve this designer Simons analyzed members' entertaining habits, planned lounge space in nimble conversation groupings, designed "at home" furniture with emphasis on comfort, and defined each grouping by suspended lighting and long, low planters. Furniture groupings progress from weighty center islands to airiness with peripheral groupings arranged for four people, those in the center for ten or more. For a feeling of greater intimacy in the bar, a grid overhang was specially designed to emphasize the architectural feeling of the beamed ceiling, and the furniture, designed by Mr. Simons and made by Montreal firms, is keyed to the architecture's open, airy feeling: long, slim sofas ranging from a 10-foot model to a 28-foot sectional; white aluminum coffee tables in an arc shape with glass tops over blue-green fabric repeating that used on the sofas; neatly scaled lounge chairs; aluminum and rattan bar stools. Lighting, suspended from laminated cedar beams, is geared to establish any desired mood,with dimmer controls to change the atmosphere from daylight brightness to a candlelight glow. A crisp, cool color scheme (the club is used only in the summer) also plays a vital role in the setting and includes kelly green carpeting with blue checkerboard runners, plenty of white—on plastic wall surfaces, furniture finishes and cabinet tops—and occasional accents of pastel tones.

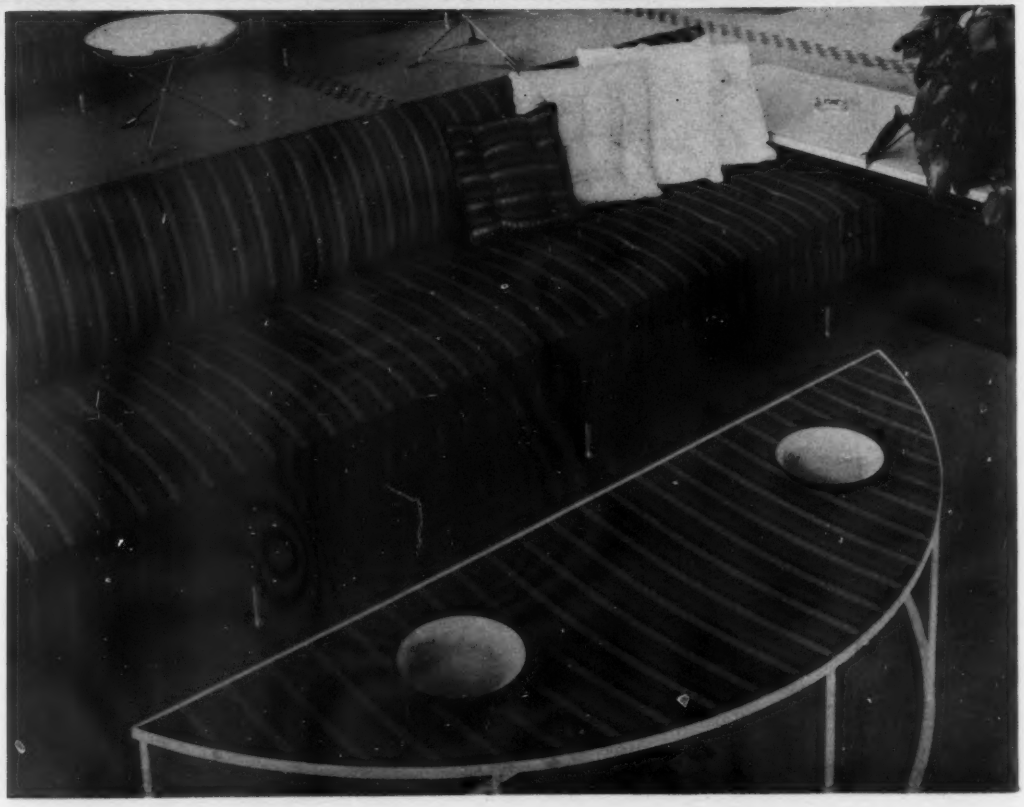


Interior of club is distinguished by pleasing combination of materials including glass, wood and white pressed plastic wall covering in contemporary grid design by Decro-Wall; furniture groupings are defined by 16-foot Formica planters and Habitat milk glass lighting fixtures; kelly green carpeting by International Carpet has blue checkerboard runner pattern, and overall color scheme is integrated by blue-green striped Trilok from J. H. Thorp used on Union Upholstery sofas and tops of arc tables from Contemporary Furniture.

Grid overhang in Pinegrove's bar area is keyed to beamed architecture, emphasizes intimacy of the bar; stools and chairs by Brass Arrow Tables are white, with color accents in tile tops of pedestal tables.

Extensive window areas in Pinegrove Country Club are left uncurtained to take advantage of outside swimming pool and golf course, while generous amounts of green planting in Formica dividers enhance outdoor feeling; furniture groupings progress from weighty center islands to airy, peripheral groups for four people; Habitat's milk white glass fixtures suspended from ceiling add to overall decorative effect, and dimmer lighting by Union Electric and Flomen Electric Co. emanates from laminated beam ceiling for desired atmosphere effects. Twin 16-foot sofas shown in view on opposite page are part of total 70-feet of running upholstery which includes a 28-foot sectional by Union Upholstery; blue-green Trilok upholstery from J. H. Thorp is repeated under glass tops of unusual aluminum arc tables, can be changed to vary visual interest; Gilford Leather upholstery is used on occasional chairs.





Professional Pacesetters

The attractive interior settings shown here and on the following five pages are highlights of the 9th Annual Decorators Show held recently at the Pan Pacific Auditorium in Los Angeles. "American Living, Inside-Out" was the show's theme as set by producer Robert L. Boyle; participants included leading interior designers and national manufacturers whose aim was to introduce style trends for 1959 and to point up the most significant ideas in interior furnishings. Sponsored by the Southern California District Chapter of the American Institute of Decorators, and the Antique Dealers Association of Southern California, the show covered 120,000 square feet of space and offered over 150 exhibits. In addition to the room settings, an outstanding feature was an Antique Pavilion reminiscent of the Paris Flea Market where visitors could browse amongst old world art and select pieces from collections of foremost antique authorities. Antiques were also very much in evidence in the rooms indicating the growing tendency of today's interior designers to use them as accents to contemporary décor or in combination with modern furnishings. Eleven elaborate garden-patio arrangements designed by Garden Clubs of Southern California provided the outdoor note to the show's theme.

Living room for a vacation house as designed by H. W. Grieve, National President, A.I.D., has adjoining kitchen, with St. Charles custom units, which can be closed off by curtains of U. S. Rubber's Naugahyde "Doe-Vin" in olive green and blue; counters are faced with glazed brick, walls are papered in an Inez Croom design from C. W. Stockwell, and carpeting is Acrilan by Firth from S. and J. Biren; chair and daybed slipcovered in breathable Naugahyde; Luxtro dimmer controls.

A family room designed for comfort and entertainment by Norman M. Kelly, A.I.D., James E. Harrigan and R. Grant Meeks, features Dunbar furniture by Edward Wormley with beige color theme dramatized in Albert Van Luit's "Shadow Shoji" wallpaper, and marbleized vinyl flooring; color accents are lime green and lapis lazuli blue; Dearborn Glass "Rondelays" serve as open room divider.

Zita Zech, A.I.D., combines monochromatic colors in this sitting room with off-white rug from Carpets, Inc., and chalk white French card chairs in beige velvet against damask wallpaper from Murals, Inc. in "iced persimmon"; silk braid bands of this color are appliqued on chair and sofa cushions, and further accent color is used in painted terra cotta coffee table; furniture is from Avery Rennick; lamps by Paul Ferrante; sconces, Jane Ellis; antiqued mirror from Beaux Arts Mirror Co. gives visual depth to setting.

← *Contemporary executive office designed by Paul Bennett, A.I.D., features an Oriental theme with silk wallpaper from Albert Van Luit as background for Monteverdi-Young furniture and Oriental art objects from Harry A. Franklin Gallery; flooring is Amtico's Renaissance vinyl tile; color scheme is white, gold and burnt orange.*

This sophisticated living room setting by Helen M. Petzelt, A.I.D., of Paul Bennett & Associates combines tones of beige with accents of lemon yellow, brass and silver; highlight is collection of jade in handsome cabinet from Sawrin Antiques, walls are covered in Albert Van Luit silk wallpaper, and upholstered furniture made by Duke and Maba includes sofa in Patterson fabric, armchairs in Pindler texture and ottoman in Ted Meyer fabric; coffee table from Hudson-Rissman; wall hanging, Harry A. Franklin Gallery; pedestal table, Bill Meyer; carpet by Shelley's Floor Coverings.

← *In this room designed for a New York penthouse apartment, Eleanor Lee, A.I.D., and Charles Pollock, assistant, feature a massive bear rug from Decorative Carpets over handsome parquet wood floor; sofa is covered in mocha and black damask by Scalamandrè who also supplied white, beige and gray striped silk for curtains; other furnishings are from designer's collection.*

Bedroom designed by Marco Wolff, Jr. combines furnishings of several styles and periods—custom bed, Mexican commode, Louis XV desk lamps made from antique French iron vases; island of V'Soske Irish wool rug in gray-green accents floor of used bricks, and gray-green is repeated in Albert Van Luit wallpaper; tufted chairs upholstered in Maria Kipp lime green rayon were made by Prentice; custom lighting fixture by Paul Farrante, and all cabinet work by Warren Meyerhoff; Dunbar desk chair is covered in Caro and Upright green texture.

A festive dining room with Venetian overtones was designed by Dorothy Paul, A.I.D., and associate Elsie Smith, A.I.D., with Wilshire awning in beige, pink, and bittersweet; floor and doors are covered in Amtico's "Stardust" vinyl in topaz with carnelian border; antique baker's rack is yellow with white carrara glass shelves; walls are covered in Albert Van Luit pink silk paper with Cupid damask design in bittersweet; dining table combines marble top with brass inset and fruitwood base; benches are covered in Scalamandrè beige antique taffeta trimmed with pink.

Setting by design firm Interior Trends, Inc., points up interpretation of return to elegance; walls are covered in Albert Van Luit red silk paper, sofa is covered in Fortuny red and gold fabric with interesting border treatment outlining the frame; chairs are covered in Kent Bragaline linen velvet. →

Contemporary office setting with adjoining bath facilities was designed by Robert T. Bertholf, A.I.D., and Leonard Colavita with dramatic blue, amethyst and white color scheme; walls are papered in Albert Van Luit's blue-green silk, marbleized floor tile by Vinyl Plastics, Inc. is white, and upholstery from Walt Fabrics is blue-green; all furniture is from Furniture Sales & Design, amethyst area rug from Decorative Carpets, screens by The Lamp Post, ceramic lamp from Hudson-Rissman; black shutter doors in bath area by Atlas Shutter Co., and bath accessories by Sherle-Wagner through Kneedler-Fauchere.

A livable office setting created by C. A. Korkowski, A.I.D., and Robert E. Smith, features cool, refreshing color combination of blues and greens, accented with white; background is new "Geese" scenic by Albert Van Luit printed on white silk; office furniture including desk, chest and coffee table is from Monteverdi-Young; sofa, chairs and end table by Metropolitan Furniture Co., rug from Decorative Carpets, and lamps from Wilshire House.

The Showroom and Its Economic Impact

The basic consumer economy of this country is a retail economy. It has been the retail store, small and large, that has supplied place and time utility to the products of this big segment of industrial America. It has been our distribution network.

Around this network of retail stores has developed one of the greatest systems of communications in existence the world over: newspapers, consumer magazines, radio, and television. Through these media, manufacturers have advertised their products, enticing the American public to go to the nearest point of purchase—the retail store. Great publishing empires have been built whose sole economic purpose has been to create sales through retail channels. They have played a vital supporting role in our retail economy.

The story that follows tells of a development that has dramatic economic impact. Although evolutionary in nature, its impact is revolutionary. It represents a break in our traditional retail road to distribution. This development marks the disintegration of the typical retail store as a channel for high quality homefurnishings.

The gallery of portraits on the following pages are the contributors to the text that follows. Collectively, they represent most of the important trading areas in this country as indicated by the map. These men act as distributors or factory representatives in the showroom type of operation. Their basic product is furniture. You will find their counterpart in the decorative fabric jobber and the floor covering decorative jobber.

These men and their like are the men around whom our showroom story is built. Because they appear the country over, not just in the big market centers, they are giving this story a new geographical dimension. They are forwarding the important job that the manufacturer-operated showroom has already been carrying on for some years. The manufacturer showroom has contributed materially to a high standard of operation. The distributor showroom aims to achieve and maintain these high standards on a broader base.

A special note of thanks must go to Tom Sinks for his constant encouragement to present this story; and to Byron Knapp, Jr. and to Clark Kelsey for their outstanding cooperation. *H.V.A.*

Every industry that serves the U. S. consumer counts as a chief problem nowadays how to get the goods from the factory to the home in a way that will mean maximum benefit to everybody. In furniture, the problem is particularly tough. The stuff is big, it is expensive to transport, stock, and display. Involved at one end of the chain are some 4,000 manufacturers; at the other some 54-million families. What link between this army of basic suppliers and the even bigger army that is its ultimate market makes the most sense?

No one answer will fit every case. But increasingly, and especially in the better quality lines, the finger points to the wholesale showroom as the solution.

Changes in the postwar world have abetted the trend. The housewife herself has complicated the problem in the last decade. Not only does the average housewife have more money to spend on her home than she used to have; she is more demanding, more exacting. She wants more choice—of finishes, colors, styles. She wants better quality. She has a far better idea of what taste and quality are.

At the same time, she often has less skill in putting together an attractive home than she has, say, in dressing herself. For one thing, she buys furniture and all that goes with it far less frequently than she buys clothes. Often, all she knows about new lines and new products is what she reads in the shelter magazines. Her problem is twofold: where to go to see the goods; where to get help she wants in putting them together.

This is where the interior designer comes in. His part in building up public taste is unquestioned. Consumer and interior decorator have reacted on one another in a sort of happy circle to the advantage of both. One estimate has it that over 20,000 interior decorators serve a market of over 4-million consumers. All signs indicate that it is barely scratched.

But the interior designer and decorator is only half the answer. He can supply the skills the consumer wants. But only in rare cases can he display the goods she wants in any quantity and selection. Who is going to meet the other half of the problem?

Continued on page 123

R. Harwood Bagby
The Bagby Furniture Co.
Baltimore, Maryland

M. G. Coren
Richards Furniture Showrooms, Inc.
Los Angeles, Calif.

W. B. Coren
Richards Furniture Showrooms, Inc.
Los Angeles, Calif.

E. C. Dicken, President
Decorative Center Assn.
Dallas, Texas

Howard B. East
Executive Committee
Exhibitors Building Assn.
Chicago, Illinois

A. T. Euster
A. T. Euster Furniture Co
Miami, Florida

Bernard Finkelstein, President
Decorative Furniture Manufacturers Assn.

A. B. Fox
Rapids Furniture Co., Inc.
Boston, Mass.

Alvan Fox
Rapids Furniture Co., Inc.
Boston, Mass.

Franklin Fox
Rapids Furniture Co., Inc
Boston, Mass.

Herbert L. Fox
Rapids Furniture Co., Inc
Boston, Mass.

Donald Frazier, President
La Cienega Center
Los Angeles, Calif.

Herbert M. Friebolin, President
Murray Showrooms, Inc.
Indianapolis, Indiana

A. E. Harris
Hargri, Inc.
Chicago, Illinois

Lillian C. Ives
Executive Committee
Exhibitors Building Assn.
Chicago, Illinois

Clark B. Kelsey,
Exec. Vice President
National Wholesale Furniture Assn.

Byron H. Knapp, Jr.
Knapp and Tubbs Inc.
Chicago, San Francisco, L.A.
President, National Wholesale Furniture Assn.

Tom McCarthy
Homemakers Guild
Minneapolis, Minn.

Winston A. McKenzie
McKenzie Galleries
Houston, Texas

L. H. Maldarelli
Marforth Showrooms, Inc.
Pittsburgh, Pa.

E. J. Negri
Hargri, Inc.
Chicago, Illinois

Charles Newman
Furniture Galleries
Denver, Colorado

Wallace O. Ollman
General Manager
The Merchandise Mart
Chicago, Illinois

Aaron H. Roitman
Roitman & Son, Inc.
Providence, R. I.

Ben A. Rosow, Manager
Midwest Furn. Showrooms
Minneapolis, Minn.

R. R. Schuldt, President
Marietta Chair and Furniture Co.
Pittsburgh, Pa.

J. F. Schwendeman
Furniture Exhibitors
St. Louis, Missouri

Maurice B. Seltzer
Southeast Wholesale Furniture Co.
Atlanta, Georgia

Austin J. Shannon
Tom Sinks Furniture Co.
Decorative Arts Bldg.
Cleveland, Ohio

Donald A. Shreve
Shreve, Inc.
Tampa, Florida

Tom Sinks
Tom Sinks Furniture Co.
Decorative Arts Bldg.
Cleveland, Ohio

Adam H. Stiehl, Pres.
A. H. Stiehl Furniture Co
New York, N. Y.

Gordon R. Streich
Furniture Showrooms, Inc.
Buffalo, New York

Lou Sugarman, Past Pres.
Robertson Center Assn.
Los Angeles, Calif.

G. Maxfield Taylor
G. Maxfield Taylor, Inc.
Houston, Texas

James B. Trimble, Pres.
Jackson Square Association
San Francisco, Calif.

Milton Uhr
Vanleigh Furn. Co., Inc.
New York, N. Y.

Leonard C. Van Wye, Pres
Vanleigh Furn. Co., Inc.
New York, N. Y.

John R. Willis
Executive Committee
Exhibitors Building Assn.
Chicago, Illinois

1. *Rapids Furniture Co., Inc.*
2. *Roitman & Son, Inc.*
3. *A. H. Stiehl Furniture Co.*
   Vanleigh Furniture Co., Inc.
4. *Furniture Showrooms, Inc.*
5. *Marforth Showrooms, Inc.*
6. *The Bagby Furniture Co.*
7. *Southeast Wholesale Furniture Co.*
8. *A. T. Euster Furniture Co.*
9. *Shreve, Inc.*
10. *Tom Sinks Furniture Co.*
    Cleveland Decorative Arts Bldg.
11. *Murray Showrooms, Inc.*
12. *Decorative Showrooms Guild*
    The Exhibitors Building
    Hargri, Inc.
    The Merchandise Mart
13. *Homemakers Guild*
    Midwest Furniture Showrooms
14. *Furniture Exhibitors*
15. *The Decorative Center*
16. *McKenzie Galleries*
    G. Maxfield Taylor, Inc.
17. *Furniture Galleries*
18. *Jackson Square*
19. *La Cienega Center*
    Richards Furniture Showrooms, Inc.
    Robertson Boulevard

dence

The Showroom and its Economic Impact

continued from page 120

Many fine furniture stores in the past couple of decades have thrown in the sponge. Other old-line carriage-trade stores have shifted their targets from quality product to volume product. The big retailer, with his heavy capital investment, usually figures he has to charge a number markup—or a 100% markup—on products as costly to stock and display and with as slow a turnover as household furnishings. It is one thing to double the factory price on a $100 sofa. When you get to the $500 sofa and have to add another $500 to get your selling price, the chances are you are giving valuable floor space to a product that won't pay its way. The more value the consumer wants, the more pressure she puts on variety of merchandise, the more the retailer has to weigh the returns to him from every piece he displays.

For the quality furniture manufacturer, this poses an acute problem. He knows his consumer market is growing. But he finds it harder and harder to find a retail spot where he can exhibit his lines.

His dilemma has become the wholesaler's—and the interior designer's—opportunity.

Wholesalers see in the showroom the most efficient link left in the distribution chain for fine furniture. Some have learned this the hard way. Such was the case of a representative of two top-notch lines. Some six years ago, he realized that furniture stores, once good customers, were cutting down their orders. When he asked them why, he got the by-now stock answers: high overhead, slow turnover. So he began to look around for other outlets. He took his cue from the carpet and fabric mills. And he wound up with a showroom of his own.

Many other wholesalers are stepping up to fill the gap that the retailers have left yawning. These figures tell a little of the results: In 1939, 13% of total furniture manufacturers' output went to wholesalers. By 1948, this had jumped to 16.9%; in 1954, to 21%. The National Wholesale Furniture Assn. estimates that when the 1958 count is in, it will show that 25% of production went the wholesale route. Significantly, the 1954 figure of 21% was double the 10.4% that sold through department stores.

The complexion of wholesaling is changing, too. In 1947, 66% of wholesale sales came from road salesmen, and only a third from showrooms. Ten years later, the picture was nearly reversed: 60% of sales were made through showrooms, and 40% from road selling. The extent of the job they are doing shows up in these figures: Last year, association members shipped 90% of their sales from their own warehouses and drop-shipped (from factory) only 10%.

The showroom operation may thus be the answer to many a manufacturer's prayer. But it is far more than that. For the interior designer the showroom provides a far more effective tool with which to capitalize on the quality-hungry market the designer serves.

Primarily that is because the interior designer can turn to one location to show his client a wide choice of goods by several manufacturers. Further, the well-run showroom prides itself on the attractiveness of its displays—a sales lure of great importance. Many showrooms also have facilities for mechanical services including freight and delivery to a customer. They will handle local complaints for the interior designer and take care of any necessary returns to manufacturers so that the decorator's profit is truly a net profit. Through the showroom lines, the decorator can capitalize, too, on the brand advertising of some of the top lines, names that the consumer is beginning to recognize and ask for. Best of all, the decorator gets all this without capital investment. He doesn't have to weigh himself down with costly stock. He doesn't buy until his customer buys. The trained personnel of the showrooms can help the decorator do a more intelligent job of selling. This leaves the decorator more time to concentrate on his special, professional skills.

The furniture dealer who uses the wholesale showrooms shares these benefits. For him, the showroom actually serves as an extension of his own selling floor. This means that he can still sell the better grades that he is unable economically to handle himself. Thus he can hold on to the higher-income customer whom he might otherwise lose to someone else. And for him, too, these advantages accrue without benefit of capital investment in stock and warehousing.

Someone, wholesalers argue, has to perform the wholesale functions. Often the wholesaler can do this more economically than anyone else. Freight costs, which are going up, are a case in point. Buying in less-than-carload lots, as a small dealer usually must, sends these costs higher. The wholesaler, serving many outlets, can get the price advantage of larger shipments.

The wholesale operation has some clear advantages to the manufacturer, too. At last, the maker of more expensive lines has a spot to display his wares. Through

Continued on page 124

The Showroom and its Economic Impact

continued from page 123

wholesalers, the manufacturer can reach small, remote markets where it would not pay him to sell direct. Through interior decorators, manufacturers keep in closer touch with the taste trends of the times.

For decorators and dealers beyond the reaches of the big central markets, the sprouting network of wholesale showrooms across the country has special value. They no longer have to rely solely on costly jaunts to the large market areas to find their sources, learn what's cooking in their trade. The wholesale showroom, observes one wholesaler succinctly, keeps the market nearer home.

With pluses like these, it is no wonder showroom operators feel themselves part of a major revolution. But, like most revolutions, this one has brought some strains and stresses in its train.

One of the burning issues is the problem of how much the decorator or dealer should add to the wholesale price. To this question, a wholesaler says, there are as many answers as there are fleas on a dog.

Obviously, the wholesaler is not in business for philanthropic purposes. He wants to make a profit—and rising costs are hitting him as they are hitting everyone else. In figuring his price, he has to take into account the warehousing and other services he performs. On the average, the wholesaler's profit is smaller than either the manufacturer's or the retailer's, but it still means a higher starting base from which the dealer figures his profit.

Some dealers and interior decorators feel that they should get the same 100% markup—above the wholesaler's price—that the big retailer demands. Showroom operators, on the other hand, often urge them to shorten their markup, on the ground that their profit from showroom sales is almost pure net profit.

An independent survey came up with this estimate: A dealer who adds a 33⅓% markup on goods he buys at a showroom actually comes out with the same net profit as the retailer who tacks on a 100% markup for goods he himself displays and stocks on the store floor. Comments one wholesaler, "It seems to me that dealers who buy from a wholesaler seem to be unduly penalizing their customers as well as the showroom by attempting to get the same markup on the showroom floor as they would in their own department." In other words, they are charging for nonexistent costs.

The decorator has to figure on a different basis. He is entitled to consider the value of his time and professional skill—which is, after all, what he is primarily selling—when he figures his price. Whether getting a full markup is a fair return or a "penalty" on the consumer depends on how much time and skill the designer devotes to a customer. In some cases, he may well figure that the value of his services justifies more than the number markup. But both decorators and dealers should get used to thinking of profit in terms of dollars, not percentages, a wholesaler suggests. And a fair profit to the decorator will still often work out to a price lower than the consumer would pay for the same goods at a furniture store.

In any case, competition is one of the economic facts of life that the whole industry has to face up to. One dealer may be content, for competitive reasons, with only a 10% profit on showroom purchases. This practice may vastly irk the dealer who wants 50%. But latter-day merchandising developments—the supermarket, the discount house—have conditioned the consumer (if he needed conditioning) to seek a bargain. In furniture, too, competition may well force the industry to take a new look at the markup system.

Partly from a misconception about markup comes one of the chief criticisms of the showroom operation. Dealers often fear that the showroom is in competition with their own stores. Some have even gone so far as to boycott manufacturers who display through showrooms. The charge has some basis, of course; any outlet is of necessity in competition with any other. But experience is gradually overcoming this attitude. Retailers are learning that, when they use the showroom intelligently, it supplements, rather than competes with, their own furniture departments. Use of a showroom gives the dealer a competitive edge over those who do not.

Another prime bogey—shared by both dealers and interior designers—is that the showroom is a way to bypass them in the marketing chain. No legitimate showroom operates that way. Showroom operators go all out to protect their bread-and-butter customers, the dealers and the designers. In no reputable showroom is it true that "anybody" can get in, any more than it is true that "I can get it for you wholesale." A typical operator states his code of ethics as "admitting consumer customers sent in by any interior designer listed in Dun & Bradstreet or Lyon Furniture Mercantile Agency, and dealers who have a place of business open during normal business hours and displaying furniture for sale."

Sometimes, wholesalers say, the shoe is on the other

Continued on page 125

The Showroom and its Economic Impact

continued from page 124

foot: The showrooms' routine procedure of demanding a card from a retailer or designer before they open their doors to the consumer irks the very dealers the routine is designed to protect.

Again, decorators sometime fear that they lose their identity, that their role is minimized, when they take clients to a showroom. That happens only if the decorator lets it happen, the wholesalers answer. After all, clients look to decorators for decisions and leadership. The smart designer has no trouble hanging on to that prerogative.

One way to do this is to be thoroughly familiar with what the showrooms offer. One wholesaler suggests that designers should visit showrooms at least every 90 days to find out what's available, what's new. "When a good job is pending," one wholesaler urges, "the designer should precede his client to the showroom and, with blueprints, samples of floor coverings and fabrics, set up the scheme and the strategies with a member of the showroom staff so that when he returns by appointment with his client, there is rapport and understanding all around."

During the postwar period, the climate has improved enormously. The stature of the wholesale furniture showroom has grown along with its volume. Stores that wouldn't touch a showroom "with a ten-foot pole" 15 years ago are now steady and friendly customers.

One wholesaler's story makes this point. A year ago, a group set up a showroom operation in a western city. To reassure dealers and decorators in the area that it would not poach on their preserves, the showroom made its Number 1 rule that all clients must be accompanied by a dealer or designer. It wasn't long before "hundreds of calls" from dealers persuaded them to relax the rule, to allow clients in with a card or a letter.

Not the least of the reasons for this improved relationship is the program of public relations carried on by the National Wholesale Furniture Association. Not only has it pushed its Code of Ethics, in which the key words are "Common Honesty," but it has insisted on observance of the rule: "All sales only through dealers or decorators." The Code of Ethics of the Decorative Furniture Manufacturers Association, whose twenty-nine members did a combined gross business volume last year of approximately $50,000,000, has also set up a high standard for its members. The National Wholesale Furniture Association has accepted fewer than half the applications for membership as a result of its thorough inspection program. It has not renewed memberships in certain cases. As a result, while not all good furniture wholesalers are members of the group, you will look long and hard to find any bad actors on the current roster. Its seal is an almost certain warrant of integrity.

In spite of some wrinkles that still need to be ironed smooth, the impact of the showroom-designer combine is already here for anyone to see. New manufacturers, one showroom manager reports, are taking to this form of distribution every day.

Retailer recognition of the showroom potential is growing stronger, too. One showroom says that a group of midwestern retailers recently gave its sanction to a proposal by showroom operators to hold an open house for consumers. Another group, located in Chicago's great Merchandise Mart, has held such an open house for two years, with "tangible evidence to both dealer and interior designer that the results have been productive." Perhaps the crowning recognition of the importance of this way of distribution is the fact that at least three major midwestern retailers have set up their own subsidiary showroom operation. One wholesaler enthusiastically views this as the "up-and-coming distribution pattern" for all furniture, in every price range.

Many in the field realize that there is an education job to be done. Some feel that a new term, such as distributor's showroom, manufacturer's showroom, or simply decorator showroom would be a simple step to clear the air and convey a better understanding of what a showroom is, and what it is not. Some showrooms are increasing their efforts to tell their story to the consumers via advertising—advertising which makes it plain that consumers are welcome if they come with a dealer or designer's sanction.

All sides agree that there are no problems that integrity and good will cannot solve. The potential is so great that any effort to smooth this path to the consumer is worthwhile.

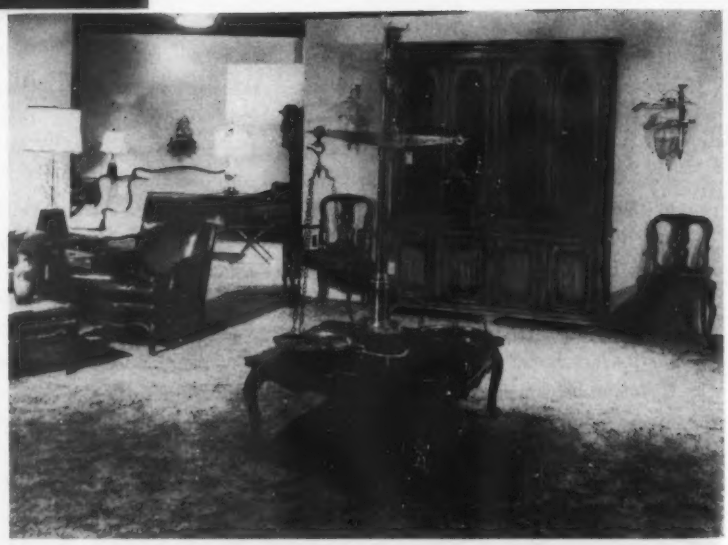
At both ends of the distribution chain—the supplier's and the consumer's—the need for this kind of link is enormous. The withdrawal of many big retailers from the higher-priced field leaves the door wide open: to the showroom, to supply what economists call the "place utility" and the "time utility"; to the designer, to supply the "skill utility." Working together, it promises to be an unbeatable team.

The Showroom and its Economic Impact

The sampling of showroom interiors that follows is indicative of the atmosphere and well designed backgrounds typifying the successful showroom operation today.

View of spacious galleries in showroom of G. Maxfield Taylor, Houston.

Lamps and accessories are featured with furniture at Southeast Wholesale Furniture Co., Atlanta.



French and Italian furniture gallery in the Tom Sinks showroom, Cleveland Decorative Arts Building.

Casual grouping of contemporary furniture in Chicago showroom of Knapp and Tubbs is handsomely arranged.

Setting in Knapp and Tubbs San Francisco showroom features eclectic grouping of traditional furnishings.

The Showroom and its Economic Impact

Attractive foyer and shuttered door entrance to Murray Showrooms in Indianapolis.

Floor of Paul McCobb designs at Rapids Furniture, Boston.

Interior of Richards Furniture Showrooms in Los Angeles with well-designed background enhancing eye appeal of furnishings.

Showroom of Furniture Exhibitors in St. Louis with suggested dining setting in foreground, living room grouping in rear.

Roitman & Son showroom in Providence offers wide variety of traditional and contemporary furnishings.

The Decorative Showrooms Guild, a Chicago trade group consisting of 19 prestige showrooms on the 6th floor of The Merchandise Mart, was organized three years ago to handle a cooperative program of merchandising and public relations; the advertisement at right is typical of their campaign to bring quality furnishings to the attention of consumers.

What a wonderful world to wake up in!

DREAM IT! SEE IT! BUY IT! . . . in the breathtakingly beautiful settings of the Decorative Showrooms Guild, but only by special arrangement with your decorator or dealer. See America's finest furniture, carpet and accessory designs on the 6th Floor of the Merchandise Mart.

We have an exciting collection of literature available for 25c postage and handling. Write : Dept. CT-38, Box 3463, The Merchandise Mart, Chicago 54, Ill.

D·S·G
DECORATIVE SHOWROOMS GUILD
6th floor • The Merchandise Mart • Chicago

The Showroom and its Economic Impact

The sole purpose of the collection that follows is to indicate the type and quality range of furniture being distributed through the showroom as a channel of distribution. Most of the photographs were taken from our own files, and no attempt has been made to show the most recent market offerings.

Jamestown Lounge chair from "Duxbury" group has foam rubber back, measures 33½" in height.

Brothers, Inc. features leather on 30" x 30" card table and button-tufted armchairs on wheels for mobility.

Davis Cabinet secretary-desk is from new "Brewster" group in variety of woods and finishes.

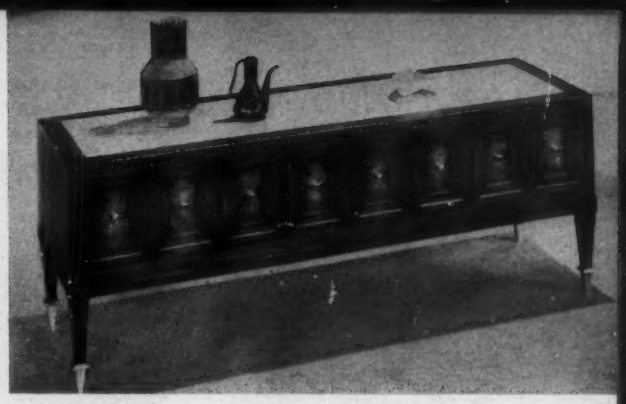
Meyer-Gunther-Martini "Bolero" chair is classic in Regency styling, designed by Constantin Carroll.

M. Singer & Sons chair in walnut is one of a series designed by noted Italian architect Gio Ponti.

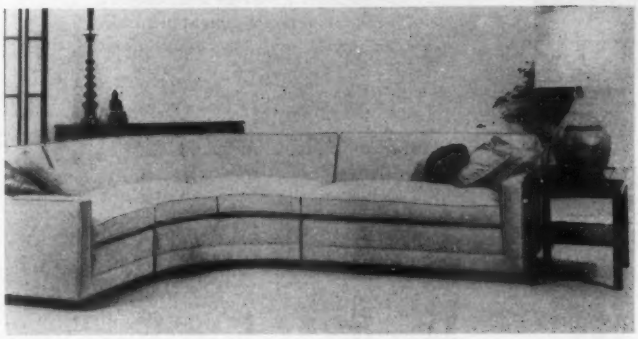
Baker chest in Empire styling is from "Documentary" group based on authentic French and Italian designs.

Brown-Saltman seating unit and chests are from new "Variations" collection by Martin Borenstein, A.I.A.-I.D.I.

Warren-Lloyd sofa from "Arkwood" collection is 90" long, comes with aluminum or brass legs.



Weiman cabinet, 60" long, combines solid walnut, Carpathian elm burl door panels, brass mountings, with set-in marble top.



Cal-Mode upholstered units from "Citadel" collection with spring down cushions and/or foam rubber.

Hickory serving board has six drawers, measures 56" x 15" x 32" high; finished on back.

Erwin-Lambeth barrel-back chair designed by Bernard Flagg has walnut wood frame, leather upholstery.

Gregori round table and sculptured chair from series of correlated designs by Gerry Zanck.

Tomlinson contemporary version of barrel-back chair is from outstanding "Sophisticate" collection.

Bechtold Bros. sofa in Italian Provincial styling is 78½" long, 32" deep, 30½" high.

Fancher buffet and hutch top from "Varona" group in fruitwood with cast antique hardware.

Robinson-Johnson armchair, 30" high, has foam rubber seat and back, removable cushions.

Union-National Venetian wall cabinet, 86" high, in old parchment with silver leaf panels and floral decorations.

Sligh-Lowry console table, 60" long, 18" wide, 30" high, is available in cherry with brushed brass trim.

Barnard & Simonds rectangular table measures 22½" high, 18½" wide, 26½" deep.

Dux sofa designed by Folke Ohlsson, 102" long, in beech with walnut finish or dark smoked oak.

Kindel Viennese classical dining group in fruitwood; table is one of four.

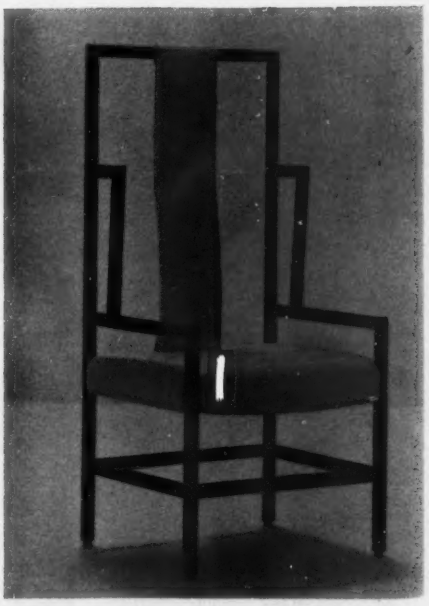
Globe sofa in fruitwood with hackberry finish is 85" long with spring, rubber, or poly-down cushions.

McGuire armless lounge chair in rattan with rawhide; foam rubber cushions are zipper covered.

The Pine Shops sideboard is bird's-eye maple, features arch motif on doors.

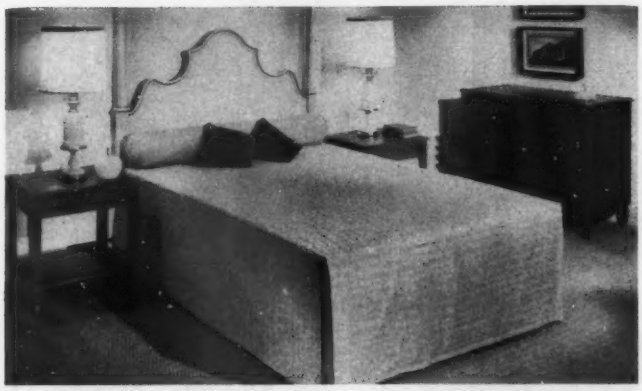
Mastercraft armchair from "Windsor House" collection in walnut with Italian burl veneer on banister-back.

Bodart two-drawer commode in walnut has solid drawer fronts with carved mouldings; apron is notable for its pierced design in the center.



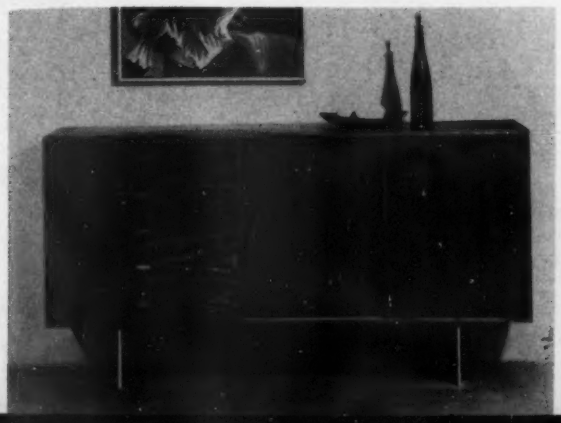
Dods-Murdick high-back chair in Oriental styling would make dramatic focal point in any setting.

Century buffet and china top from new "Cavalcade" collection designed by Ray Sobota; walnut with black leather door panels.



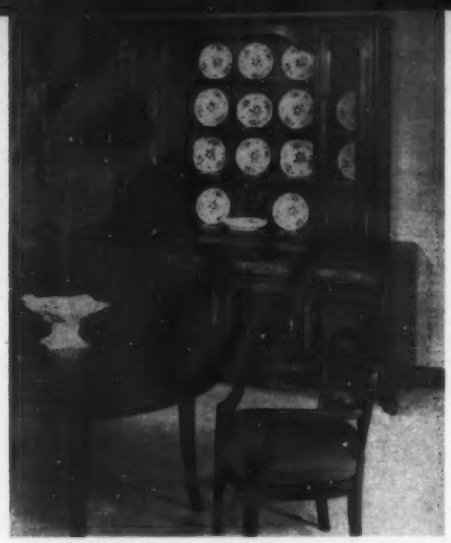
Grand Rapids Chair Co. bedroom group inspired by Italian originals; wood is walnut in faded fruitwood color or new textured paint finish.

Directional case unit from "Living Wall" group designed by Paul McCobb in oil-finished walnut with metal base.



Metz buffet and china deck from "Old Provence" collection of dining and bedroom pieces available in variety of finishes.

Herman Miller adjustable-back plastic chair is new design by George Nelson; shell colors are black, gray and white; legs in bright chrome, black or white.



Johnson dining room grouping from "Legendary" collection designed by Virginia Conner Dick, A.I.D.

Arbuck dining room grouping in wrought iron is available in wide selection of colors.

Rubee armchair and ottoman of Danish design influence is solid walnut with natural rubbed finish.

Heritage contemporary sofa, 96" long, from "Consort" collection has natural walnut base, reversible seat cushions.

Bodart chiffonier, 50" high, has brass moulding around each drawer panel; wood is walnut.

Dunbar table with sheaf of wheat motif created from tapering laminated ash strips; top is travertine marble.

John Widdicomb "Midcentury" bureau of French walnut veneers cross banded for contrast on drawer fronts; vertical pulls are anodized aluminum.

Karges armchair in Venetian styling, shown in burnt orange with muted white hand decoration.

Mueller Metals dining table with tripod base of magnesium contrasted with walnut veneer top.

Jamestown-Royal chaise longue measures 55" in outside length; back height is 34½".

Casa Azul wrought iron bed in Spanish styling.

Elmwood Upholstery sectional sofas are neatly scaled with loose back and seat cushions.

Romweber sunburst table designed by John Abbate is in solid walnut combined with narra; 36" extends to 72".

Scroll wrought aluminum armchair with seat and back of vinyl strapping.

Metropolitan "Weekender" sofa opens to form double bed; back pillows are dacron, seating is polyfoam.

The Showroom and its Economic Impact

Wheelwright Louis XVI cabinet in Italian style is available in any wood or paint finish.

White Furniture buffet and china top features contrasting woods to create pattern interest, sliding doors with grille motif.

Brunovan folding campaign chair of French Consulate period is an interesting accent piece.

Harvey Probber armless sofa is distinguished by gracefully curved back and cane paneling.

Mt. Airy buffet from "Contessa" collection is 70" wide, 19" deep, 35" high; adaptable for living room or dining room.

Colonial Mfg. chest with Oriental overtones is available in 24, 30, 36 or 42" widths, 33" high.

John Stuart coffee table from Danish Craftsmen Collection provides 72" long surface with leaves raised; wood is Bangkok teak.

Stembridge coffee table, 57" long, and half-circle benches with leather seats.

Statton cabinet with glass door top is 36" x 16" x 65" high; from series of Americana designs.

Selig occasional chair with cradle frame in rubbed walnut or teak finish, shown with drop-leaf desk.

Meldan cane chair in Louis XVI styling and companion occasional table in painted finish.

De Gaal and Walker breakfront cabinet features shadowless lighting in interior of top section, has strong architectural feeling.

S. J. Campbell "Fiesole" sofa measures 84" in length, 31" in depth, 31" in height.

Valley Upholstery sofa from Young Suburbia Collection designed by Norman MacGregor features sculptured cradle base.

Cocheo wing chair in French Provincial styling has rush seat and separate cushion.

Widdicomb-Mueller armchair from new "Origins" collection designed by George Nakashima.

Kittinger credenza sideboard in mahogany, 80" long, has one adjustable shelf in each compartment.

Three Homes in One

There are many challenges facing the interior designer in the course of his work. Without exception his client has four major requirements that have to be met: individuality of design, immediate decorative effect, ease of upkeep and low-cost installation. It is significant that individuality—"something different"—ranks first. Since the injection of the last item usually makes the challenge technically impossible without sacrifice of the first, both interior designer and client have to compromise by settling for interesting interiors realized with the maximum of individuality possible for the amount of money expended. Although the floodtide of individuality in interior design has had its ups and downs in recent years, it shows no sign of receding. Nor will it as long as interior designers are able to meet the challenge of the client in supplying this "beautiful necessity" in their work.

An outstanding example of individuality in interior design is represented by the unique apartment in Dorchester House, in New York, as recently completed by T. Miles Gray Associates, N.S.I.D. The completed apartment, a co-operative of eight rooms and three baths, is doubly interesting in that it was ready for occupancy in the record period of ten weeks from the first interview between the interior designers and the client.

Actually the apartment is jointly owned by three clients —three women sharing it together for several months of the year between the winter "season" in Florida and trips to Europe—who desired the home-like atmosphere of a single apartment expressing the personal preferences of three different individuals, and with no overtones whatever of a club-like atmosphere. To obtain this desirable end, two apartments, and part of a third for the single complete kitchen with large refrigerator and freezer unit, were converted by the interior designers into a single apartment with one of the original smaller kitchens utilized for a maid's room and bath, and the space occupied by the other given over to large fitted closets.

The result is a delightful apartment of generous dimensions assembling much of the furniture and accessories originally owned by the occupants which have been renovated and incorporated into the new scheme meeting the separate living requirements of three personalities.

Architectural interest of bedroom-sitting room in Spanish style is enhanced by Display Builders triple-arch windows curtained in black-embroidered white linen, matching bedspread, with natural Fortisan and silk curtains behind; off-white walls are combined with Schumacher Empire green carpet, background for old furniture and paintings, including pair Directional lounge chairs in bright blue fabric near Tomlinson desk; hanging wall lamp, one of pair, by Heckel & Rinaldi; all fabrics, Henrose, bedcover and draperies made by Lorraine Studios; furniture throughout apartment refinished by Antique Furniture Restorers.

Walls of library-dining room are hand-textured white stucco, matching draperies, contrasted with dark oak floor and built-in bookshelves and ceiling beams by Display Builders; Tropicraft blind is mahogany woven with orange, yellow, hot pink and white chenille yarn; Schumacher area rugs are white Acrilan; dining table by Display Builders has white Formica top and polished brass base, reiterating brass of Greene Bros. chandelier, and Heckel & Rinaldi lamp; Medina antique wrought iron gate atop cabinet divides two different areas of room; Dunbar tufted chairs are upholstered in orange and yellow silk textured fabric, Directional sofas in matching orange stripe textured fabric; all fabrics by Henrose, workroom service by Lorraine Studios, upholstering by Jansen.

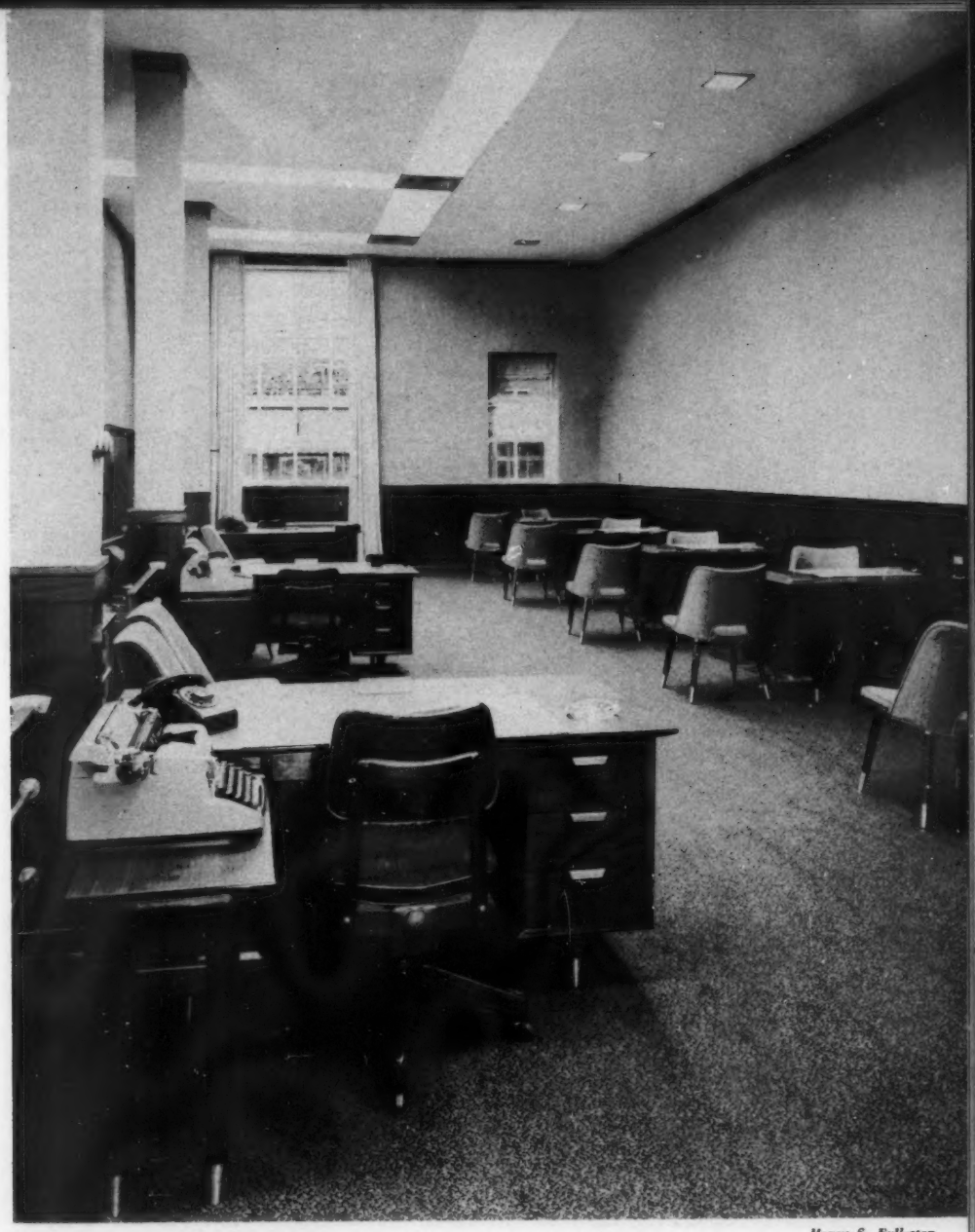
Living room is symphony of beige, white and brown found in off-white walls, white Fortisan and silk casement curtains, beige carpet and brown draperies and upholstery, with pattern appearing only in white brocade of sofa, only color contrast being blue and avocado silk on chairs under Nesle crystal appliques; Kittinger furniture supplements old pieces, includes tea table and love seats at window, cocktail table, pair upholstered lounge chairs and Queen Anne occasional chair. In adjoining bedroom, walls and carpet are Celadon green, contrasted with soft rose silk draperies and white Fortisan and silk, with rose repeated in bedspread embroidery on white silk, Celadon on chaise longue, and rose on chair; all fabrics by Henrose, carpet by Schumacher, lamps by Warren Kessler; workroom service by Lorraine Studios, upholstering by Jansen. All closet accessories by Cecil Rhodes, of American Home Accessories Co.

Sitting room has cheerful air induced by Brunschwig & Fils sunflower linen for draperies and upholstery on Erwin Lambeth pair swivel chairs for television viewing; walls and voile curtains are aquamarine, contrasted with beige carpet; sofa is reupholstered in acid green textured fabric, tables are by Kittinger; oval weed pictures from Kent Bedient faces built-in cabinet by Display Builders for television, hi-fi and books. Adjoining bedroom has same walls and carpet, with beige Fortisan and silk draperies and bedspread patterned in blue, green and turquoise; chaise longue is French blue velvet, knife-pleated ruffle on bed is light green; all fabrics, except linen in sitting room, from Henrose, carpet from Schumacher; furniture by Cassard & Walker, lamps by Warren Kessler, workroom service by Lorraine Studios, upholstering by Jansen.

Contemporary Banking

The cold formality long associated with bank interiors is fast disappearing thanks to the efforts of such interior designers as Elisabeth Draper, A.I.D., whose newest bank installation, the Dutchess Bank and Trust Company in Poughkeepsie, New York, has a crisp, contemporary feeling. Architect for the two-story building, which was completely remodeled from an existing one-story structure, was Charles Cooke, with whom Robert Reynolds, of Elisabeth Draper, Inc., worked closely in the selection of all materials. The result is the handsomely integrated installation pictured here. As one of the key materials, aluminum lends a subtly sparkling note throughout the main banking area and officers' platform: in railings, sand urns, trim on the check desks, drawer pulls and sabots. Backgrounds of these areas are painted a neutral sand color in contrast to walnut dados and the recurring wood tones of walnut used for counters, desks and chair frames. Flooring is black terrazzo which is left exposed in front of the heavily trafficked tellers' counters, while the remainder of the banking area is carpeted in a sharp green, black and gray stripe, the adjoining officers' platform, in black and green tweed. For continuity in the color scheme, green—in the same emerald tones—is repeated in the conference room on shaped window shades paneled in black braid, and combined with light blue in the sofa fabric, a colorful contrast to the white painted walls and black leather accents. The conference table in two units can be separated to convert the room to a lounge and informal conference area. Here is an installation characterized by careful attention to detail, enhanced by inviting color schemes, which offers a combination of function, practicality and beauty.

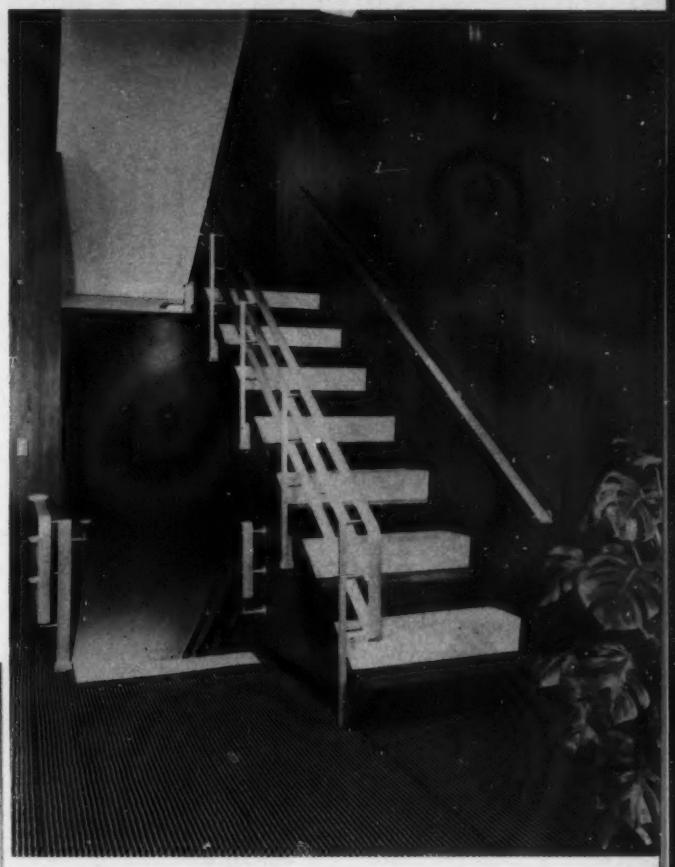
Main banking area has open, spacious feeling with neutral sand painted walls and walnut dado; custom-designed check desks executed by Frank Scerbo combine ebony mahogany, aluminum stretchers and inlay with black Formica tops, the aluminum tone repeated in Loumac sand urns; floor is carpeted in Mohawk black, green and gray stripe except for area in front of teller's counter where black terrazzo is left exposed; walnut note is echoed in Lightolier light strips behind tellers' counter.



Henry S. Fullerton

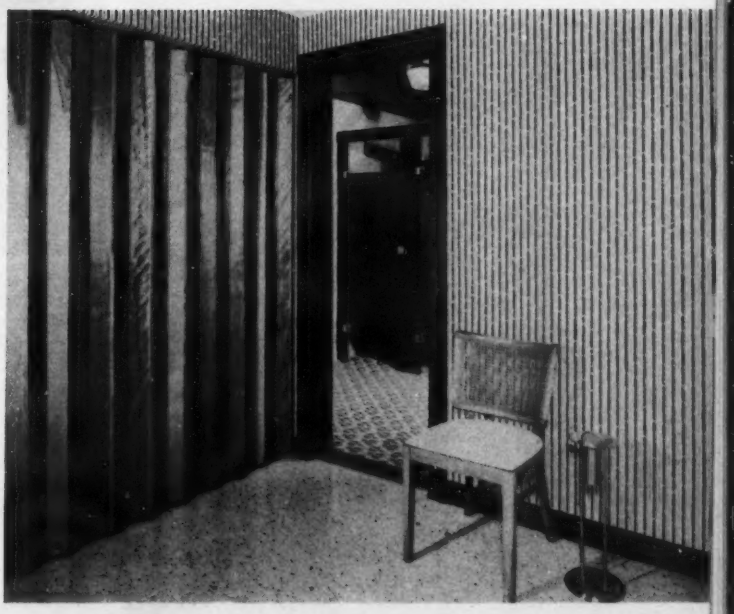
Officers' platform is carpeted in Mohawk black and green tweed; Standard desks with aluminum drawer pulls are walnut; chairs from B. L. Marble include side models upholstered in Moss Rose bronze and olive-green texture, swivel chairs in combination fabric and elephant brown leather; accessories of Paul McCobb design are from Gift Craft Leather Co.; problem of different size windows is neatly solved with Lehman Connor natural linen panels trimmed in Scalamandrè fringe at larger window, shaped draw shade of same material on smaller; Thomas De Angelis was drapery workroom. View at right is of glass and aluminum-framed entrance with wall of black and white marble squares.

For continuity, colors of main banking area are repeated in conference room but in different tonal values: window shades of Lehman-Connor sharp green fabric paneled in black braid, Isabel Scott emerald green and light blue fabric on Davidson sofa, Mohawk black and green carpet; walls are white, dado and cornice are walnut; black leather provides dramatic accents on Robert Barber chairs and tops of Lehigh tables.



Stairway between two floors of bank is striking feature with alternating black and white terrazzo steps and aluminum railings; paneled walls are walnut, painted surface is sharp green.

Lounges for employees make use of existing furniture but have colorful new backgrounds: walls in ladies' room are papered in Jackson Ellis floral design of blue-green and white, vinyl floor is aquamarine, Mosaics tile area is gray and white; Saran fabric on Lehigh sofa, blue-green. Men's lounge combines black marble, black and white vinyl tile floor. Pippin brown, black and off-white striped wallpaper; white folding doors lead to coat room.

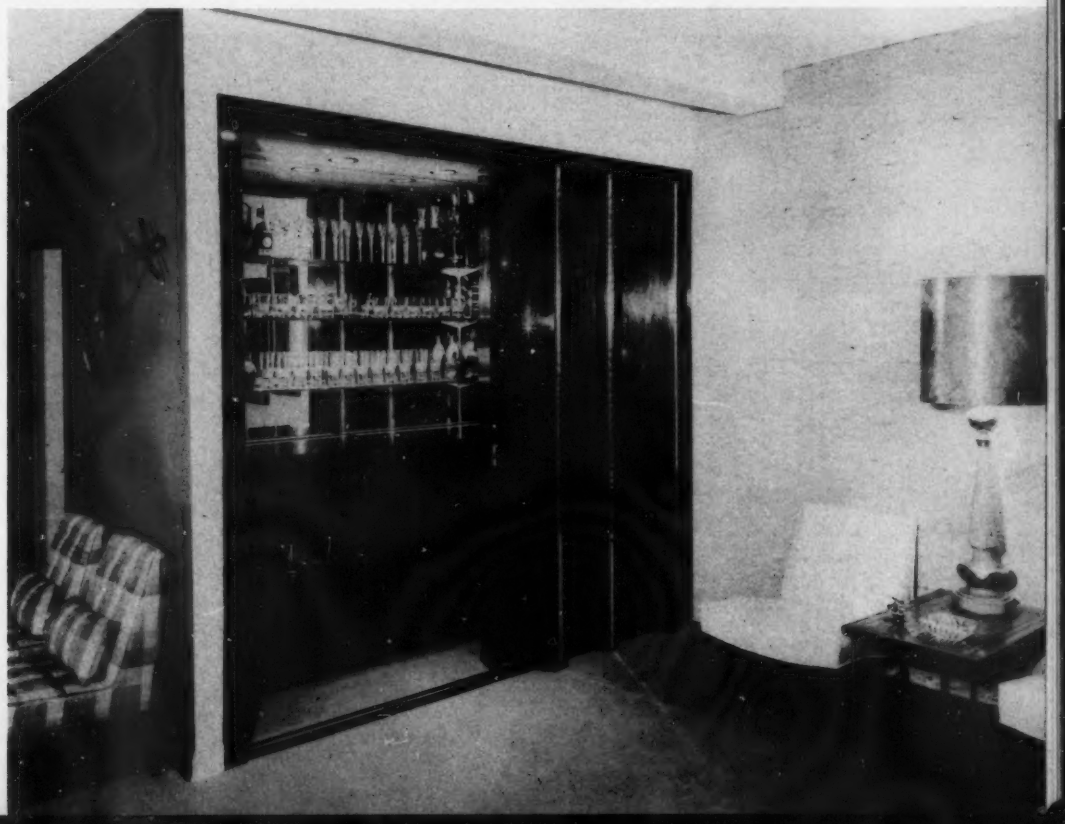


Home in a Hospital

In the heart of the business section of Bethlehem, Pennsylvania, is a privately owned Doctors' Hospital, built and directed by Doctors Elias and Dorothy Sindel, the former a surgeon and the latter an obstetrician and gynecologist. Home from work to them means a walk up one flight of stairs to an apartment located above their offices in the hospital. As designed by Leon Desser of Desser Studios, New York, the apartment gives the illusion of spaciousness within a limited area and offers several unusual features for entertaining fairly large groups of people. A deft use of colors and materials helps to create the spacious effect: walls in the 15 by 21 foot living room combine one in pink grasscloth, another in deep brown and a third of travertine marble, the muted colorings blending with beige and white draperies and desert sand carpet; a large mirror further enhances this feeling, and furnishings are kept to a minimum for a clean, uncluttered look. An outstanding feature of the room is a built-in bar, designed by Mr. Desser, and executed in seven rosewood panels with an inlaid pattern of brass stars. Accessories include a pair of original ceramic paintings created by artists Barrer and Russell, an antique Japanese musical instrument, and an original Holesch oil painting. In the L-shaped dining room, walls are covered in white grasscloth, accented by a mural in tones of cerulean blue matching the ceiling color. Furniture, also of custom design, includes a ten-foot rosewood cabinet recessed in a wall alcove, and a nine-foot long table with rosewood base and white cypress top inlaid with brass star motifs.

Walls in dining room are covered in Murals, Inc. white grasscloth accented by "Fuji" mural in tones of cerulean blue (shown reflected in mirror); all furniture was custom designed and executed by Albano including built-in rosewood cabinet with brass hardware and blue painted interior, 9-foot dining table with rosewood base and white cypress top inlaid with stars, and chairs upholstered in Adams blue leather repeating gold star motif; color accents are orange-red in Thaibok silk used on three rosewood benches, and ceramic paintings by Barrer and Russell under mirror which echo Oriental theme set by shoji screen and wall mural.

Living room is designed for entertaining with seating provided by Harvey Probber sofas in blue-green fabric and pair of brass-leg chairs in white leather; walls blend pink grasscloth, deep brown painted area, and travertine marble with Kent-Bragaline beige and white curtains and Seamloc carpet in desert sand color; blue-green accents appear in tile extensions of Dunbar coffee table, and Thaibok plaid on pair of Dunbar armless chairs; one wall has built-in bar, made by Albano, with rosewood folding panels inlaid with brass stars; Stiffel lamps are white and gold.



House on a Hill—designed for casual living

The little vine-covered house in contemporary style shown here, nestled among trees on a hillside in Easton, Pennsylvania, and owned by Mr. and Mrs. Frank Schumann, was designed and built to conform to the natural environment. The results have been so successful that it appears to be an actual indigenous part of the wooded landscape. Credit for this appealing example of architecture is due Hugh Moore, A.I.A. A great part of his success derives from use of such materials as stained siding laid in clapboard style, paved porches and terraces of field stone, and a brick chimney, all contributing to the "natural" look.

Equally attractive are the interiors, as designed by Ellen Lehman McCluskey, A.I.D., featuring both contemporary and traditional furnishings. A green and yellow color scheme was selected for coordinated use in all the rooms, conforming perfectly with the woody exterior and bringing the outdoors inside. Additional interest is supplied the interior of the house by such natural materials as knotty pine sheathing for walls, hemp carpet, and growing plants throughout to aid and abet the delightful countrified atmosphere; other decorative points in its favor include painted brick of the

Continued on page 150

Living room extends up through two stories, has overhanging balcony bedroom; exposed ceiling beams and natural woodwork form part of decorative scheme and conform with wood exterior; color scheme is green and yellow, with rug on Tropic Tile floor of National hemp from Paster; overcurtains are Quaintance green and red fabric, combined with Lehman Connor-white sheer. Below is view of living room showing enclosed porch and extension of wall bearing colorful needlework panel, between room and kitchen; Fine Arts lounge chairs are upholstered in Quaintance red and green fabric, cocktail table is by Nakashima; bookcase is antique black walnut.

Open stairway (opposite storage wall with pass-through for meal service from kitchen, as show on page 150) is made interesting with planting area behind built-in settee; Lohwieser banquette in Stroheim & Romann green fabric, with lamps on table behind, is placed in area between fireplace and wall; accent pillows include Lazy Back models and custom designs in L. Anton Maix and Quaintance fabrics.

fireplace wall in the living room, sliding shutters in the master bedroom, tiles on all the floors, patterned ceiling paper in the master bedroom and kitchen, contrasted with plain walls, and excellent fenestration permitting views of the outside woodland in every direction.

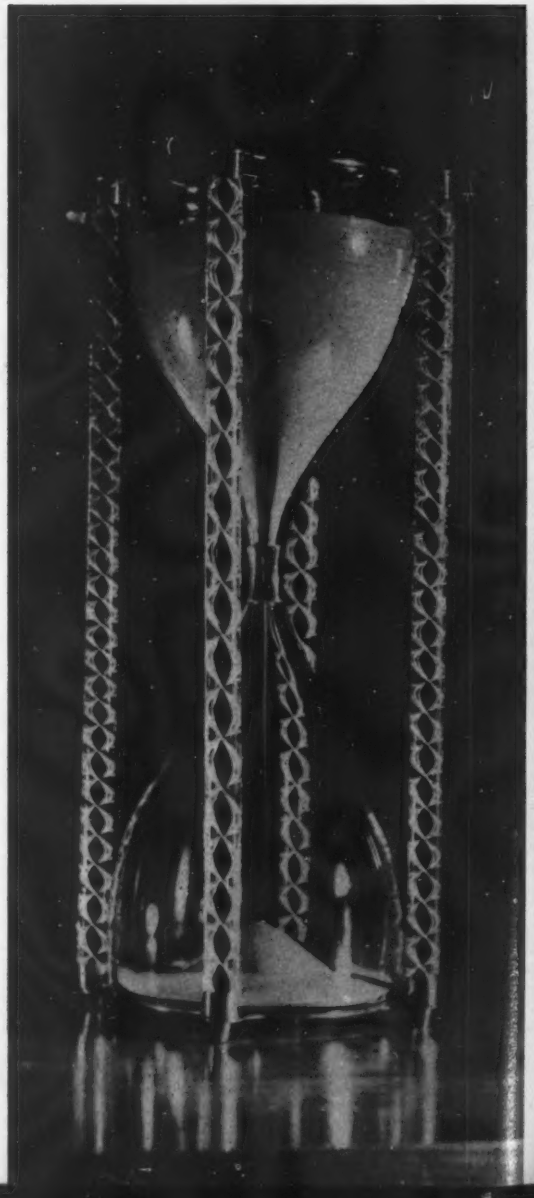
Of special interest is the storage wall in knotty pine between living room and kitchen, providing easy informal service for entertaining. This wall is compartmented on both sides, affording storage for glassware and linens on the living room side and food stores on the kitchen side. Another feature is the combination of antique pieces with furniture of contemporary design, to the advantage of both. The sharp eye alerted for the things that help to improve the art of better living will find such things as the clerestory window incorporated for additional light, supplemented at night by down lights in the ceiling and lamps at strategic points for efficiency. Enough cannot be said for the absence of clutter, so liable in situations such as this, permitting every object in the decorative ensemble unobstructed view.

Master bedroom was designed to bring atmosphere of outdoors inside, incorporating wide window areas with sliding inner shutters and ceiling with Schumacher leafy paper; entire end of room is fitted with built-in dressing table, detail of which appears at right showing marble top, loveseat in red and white stripe and Tropic Tile floor by Seal Lock, which is used for decorative impact throughout the house.

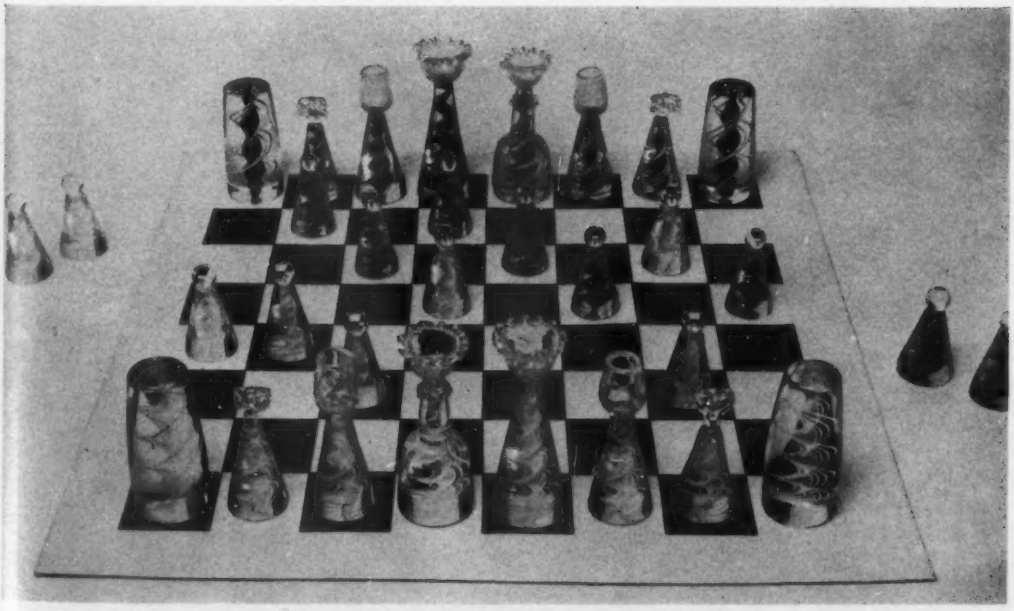
←Storage wall in knotty pine between living room and kitchen provides easy informal service, fireplace brick wall is painted white. Kitchen, at left, is model of efficiency with Throne aluminum cabinets and Jamison walk-in refrigerator; Formica counter for salad preparation at sink serves also for snack bar overlooking woodland; ceiling is papered with United plaid, ceiling light by Ledlin; Daystrom stools.

Designs in Glass

Charles Lin Tissot is an American designer who, for the past five years, has shuttled back and forth between New York and Venice in his search for new ideas and new techniques in glassmaking. It was only natural that he should turn his attentions to the Venetians, for as master glassmakers of long tradition, they offered him the knowledge and techniques he was seeking to supplement his long experience in the design of glass, experience ranging from costume jewelry to glass walls for the private restaurant on the S.S. United States. The Venetion techniques also showed him how to develop the texture-like qualities of glass that give such depth to his work, and they are in keeping with his philosophy that the decorative qualities intrinsic in the glass itself should be emphasized. Many of his designs are highly intricate and frankly decorative with a feeling of extravagance, yet all preserve the natural beauty of the glass. In creating the striking chandelier pictured on the opposite page, for example, more than 200 different forms were required for the cluster of white floral shapes. A series of hourglasses commissioned by Bonniers in New York illustrates the individuality he gives to all his work: each of the hourglasses is different in not only shape and color but also in the sand which came from Fontainebleau, France, and is tinted in subtle, fresco-like colorings. It is this individuality which makes his work of great interest to interior designers, and much of his work is devoted to creating one-of-a-kind designs. Decorators wishing to give their clients something original, which cannot be duplicated, can have it in glass by Charles Lin Tissot.



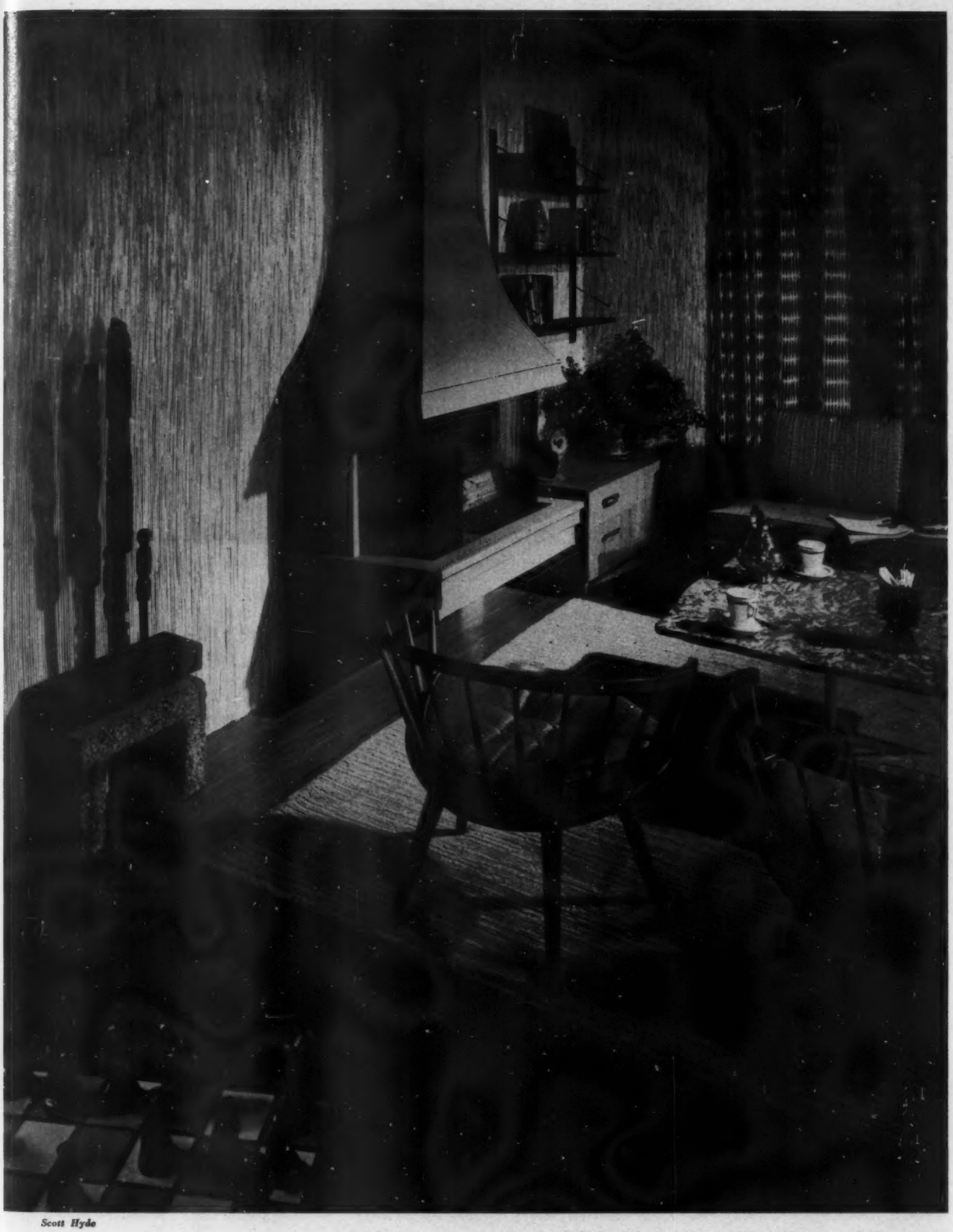
Opposite page, Charles Lin Tissot is shown surrounded by series of hourglasses created for Bonniers. Glass "bugs" above were made as hobby from pieces of glass left from making collection of ornaments for Lilly Daché. Floral chandelier has more than 400 white shapes forming cluster 40" in diameter. Design of chess set, below, is based on cone shape, emphasizes intrinsic beauty of glass.



Living with the Arts

In an exhibition of ten full-scale room settings, six of which are shown here, the Silvermine Guild of Artists, New Canaan, Conn., recently presented a room-setting synthesis of fashions in homefurnishings, demonstrating the possibilities in interior design with the new colors, furniture styles and fabrics in the decorating vanguard. They are exciting because they express new ideas, new design concepts and new decorating approaches. The spirit of the settings ranges from the formal to the informal, from the cosiness of the 19th century to the elegance of the contemporary. Colorwise, it will be observed how frequently green appears, either as a major or as an accent color, in shades from Celadon to bitter almond; walls are shown covered in paper, fabric or plastic, focussing interest on the importance of texture; and vinyl tile floors share equally with the interest in carpeted areas, frequently with area rugs laid over tiled floors. Designed with professional skill, inventiveness and a sure, deft handling, the rooms reflect the originality as well as the know-how of the respective designers. In several of the rooms, the paintings and sculpture are used to cue the decorative scheme; in others it is made clearly evident that "living with the arts" can be a rewarding experience. Without too much exercise of the imagination, it is an easy thing to visualize the particular kinds of people for whom each of these rooms was designed, and would be appropriate.

Symphony of blues contrasted with white, and natural woods, characterizes "Den Corner" designed by Catherine S. Kniffen, Vibeke Simonsen and Margaret P. Moscrip; one wall is painted strong blue, background for Gabor Peterdi abstractions, contrasted with wall in Jack Lenor Larsen striped fabric; desk is by Jens Risom, and chair, in blue upholstery, by Pareai; sculptures by Thomas Morin; floor lamp by Noguchi.

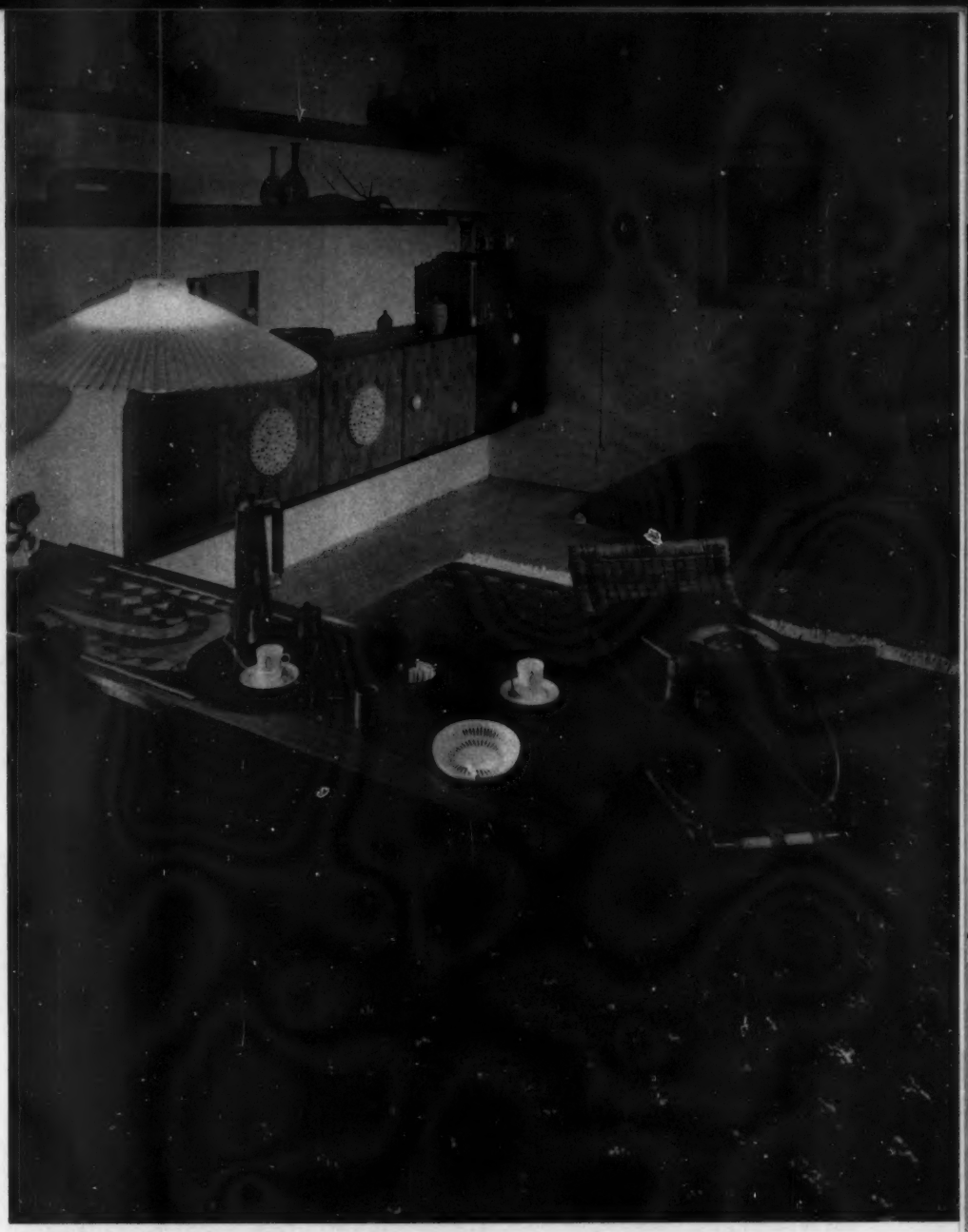


Scott Hyde

In "Home is where the Hearth is", designed by Isabelle and Harry Yolen, one finds a pleasant setting for leisure activities around a Vega prefabricated metal fireplace painted almond green; color scheme combines silver-gray Biri-Weave stria walls from Conrad Imports, teak planking vinyl-tile floor, and curtains from Lehman-Connor with perforated pattern; Dux oak chairs, matching Baker campaign chest, have almond green cushions; Leonard rug is mustard and off-white; wood sculpture, "Colonial Family," by H. Lee Hirsche.

Color scheme for sitting room, "Daisies in the Fall," designed by Derek Hamilton and Michael Ives, of Charles Hamilton, incorporates tones of Celadon green, white and pollen yellow, opening upon terrace with white marble vinyl floor, by Accent-on-Floors; Hexter "Ottavia" sheer curtains embroidered in daisy pattern separates areas; watercolor, "City of Statues" by John Wheat, is shown over server; bronze sculpture, "Western Sun" by Jean Woodham.

High style is keynote of "Red Salon," by Olive Williams Kamnitzer and Ghyslaine Wolf, designed around Ye Olde Mantel Shoppe marble mantel and walls papered in Galligan crimson pineapple damask design on white, with color repeated in cornice; curtains are white sheer Fortisan trimmed with crimson ball-fringe; Patterson Flynn & Johnson carpet is absinthe, sofa in Thorp white silk corduroy; Mezzanine table holds "Black Princess," marble portrait by Bradford Perin; painting over mantel, "Bouquet" by Gail Symon; painting over cabinet, "Introspection" by Ray Ridabock.



In "Room" with oatmeal-color walls and hand-woven gray and white Moroccan rug, interior designer Dorothy C. Sullivan makes a decorating understatement for paintings which include "Tarot House" by William Frederickson, hung near hanging cupboard by Michael Alexander, from East Norwich House.

An adaptation of a room in a Japanese inn is the inspiration for "Kangei", as designed by Margaret Goldsmith Deiches, who employs woven matting and Van Luit shoji wallpaper panels, background for painting by Lillian Ross, "Two Figures," hung above one of two folding bed-chairs from Karl Mann; "The Gossips", sculpture by Nancy Dryfoos, is set atop antique Korean chest; folding lacquer table is from Gene Thall.

Leather in the Bath

The second in a series of twelve rooms being presented at the Design Center as part of this year's Leather in Decoration Show is jointly sponsored by The Upholstery Leather Group and Meldan Furniture Company. Designed by Bachstein and Freitag, A.I.D., the room is aptly dubbed a "Dressing Room Fantastique" and points up today's trend toward a feeling of richness and elegance in all areas of the home. The color scheme is fresh and original: apricot, Harlequin orange, delicate pink and French lilac, contrasted with lots of white. Perhaps the room reaches its highest point of elegance in a pink bathtub which is set into a Louis XV daybed with pink tropical leather head and footboard. Dividing this from the dressing area is a glamorous leather and bead curtain designed by Ellen Siegel and echoing the colors of the room. Painted furniture of French styling enhances the room's colorful look and includes a Venetian console in white with pink and apricot decoration, and a white Directoire bérgère upholstered in French lilac leather. The oak parquet floor is accented by a cowhide rug, and unusual wall decorations are plaques from a collection of Italian carriage panels.

Furniture: Meldan House
Bath Curtain: Brania, Inc.
Lamps: Warren Kessler
Gaslight brackets: Sid Harris
Plant and flower arrangements: George Cothran
Tub and basin: Crane Co.
Dolphin head and faucets: P. E. Guerin, Inc.
Cowhide rug: Radel Leather Mfg. Co.
Parquet oak flooring:
National Oak Flooring Mfrs. Assn.
Leather on wall panels
and furniture: Garden State Tanning, Inc.
Leather panels executed by: Moroquain

OMNI . . .
a new flexible storage system designed by George Nelson that stands free of walls . . . offers countless design variations.

COLONNADE . . .
a Renaissance-inspired collection handcrafted and finished to meet the needs of discriminating decorators.

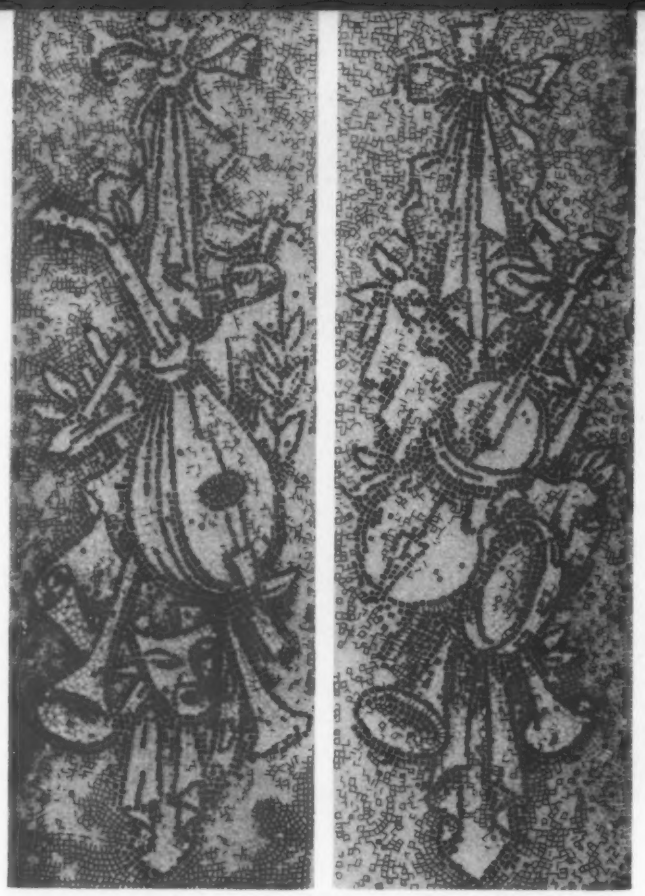
FINESSE . . .
a design wedding the Traditional to the Contemporary blending Old World elegance with New World simplicity.

send for free brochures

Never have we had three lines so unanimously acclaimed by Designers and Decorators!
OMNI, COLONNADE and FINESSE
show the results of stressing functional design
without sacrificing beauty of form.

New York Furniture Exhibit Corp.

451-453 FOURTH AVENUE NEW YORK 16, N. Y. MUrray Hill 5-6107



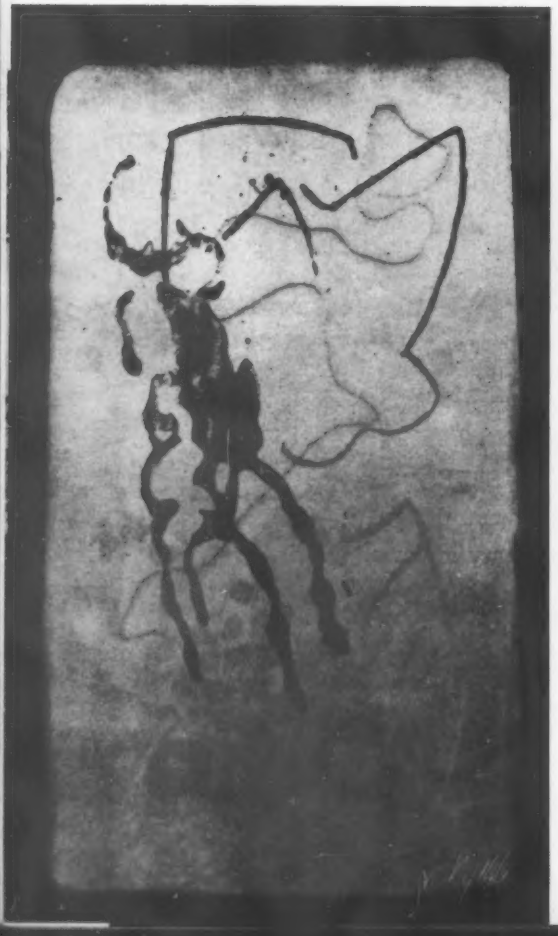
Market Spotlight

continued from page 100

Pictures To Order

An ever-recurrent problem is that which involves you in finding appropriate pictures at moderate prices for the interior of real distinction. Artist Leonard Pytlak, 1463 Third Avenue, New York, whose paintings are a feature in some of the outstanding interiors throughout the country, creates striking seriographs in a wide range of techniques and subject matter ranging from colorful nonobjective paintings and impressionistic drawings to deliberate realistic interpretations, of which an example of each type is illustrated in the three diversified works selected for presentation here. Every print is characterized by an individual, fine hand-printed quality, and there are many subjects already in stock from which to make selections. For the rare instance where a print has to be supplied to order, it can be supplied in any subject matter or coloring by Mr. Pytlak at surprising low cost. For the full pleasure and appreciation of color nuances, subtle tonal values and textures, the pictures will have to be seen in a first-hand inspection, which you may have by an appointment. Telephone: Murray Hill 8-0657.

Continued on page 162



The Decorative Arts Center
invites you to visit
its unique, comprehensive display
of fine furniture and furnishings
in actual home and office settings.

THE DECORATIVE ARTS CENTER
305 EAST 63rd STREET, NEW YORK CITY
Phone: TEmpleton 8-3050

Merchandise
in the following showrooms
available only through
dealers and decorators

AMERICAN CHAIR COMPANY
AMERICAN OF BATESVILLE
BAKER FURNITURE, INC.
BARNARD & SIMONDS
BATESVILLE CABINET COMPANY
CAMER GLASS, INC.
CASSARD ROMANO
CASSARD & WALKER, INC.
DECORATIVE ACCESSORIES CO.
SAMUEL L. DINKELSPIEL
DUNBAR FURNITURE CORP.
FICKS REED CO.
GRAND RAPIDS CHAIR CO.
GREAT EASTERN FURNITURE CO.
KENT-COSTIKYAN, INC. — CARPETS & RUGS
KITTINGER COMPANY, INC.
McGUIRE CO.
MACEY-FOWLER, INC.
THE MANOR HOUSE
JO MEAD DESIGNS
HERMAN MILLER FURNITURE CO.
MILLING ROAD SHOP
THE ORSENIGO CO.
THE ROMWEBER COMPANY
JOHN SCALIA, INC.
SCHMIEG & KOTZIAN, INC.
F. SCHUMACHER & CO.
SCROLL, INC.
SLIGH DESKS
WIDDICOMB-MUELLER
WILLIAMSBURG REPRODUCTIONS
LEE L. WOODARD SONS

WRITE TO THE DECORATIVE ARTS CENTER FOR FURTHER INFORMATION

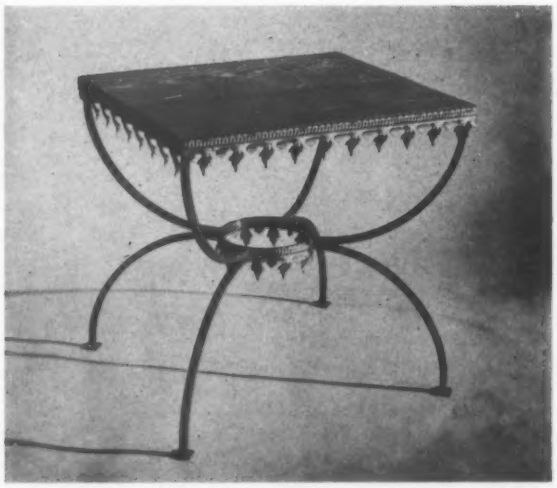
Market Spotlight

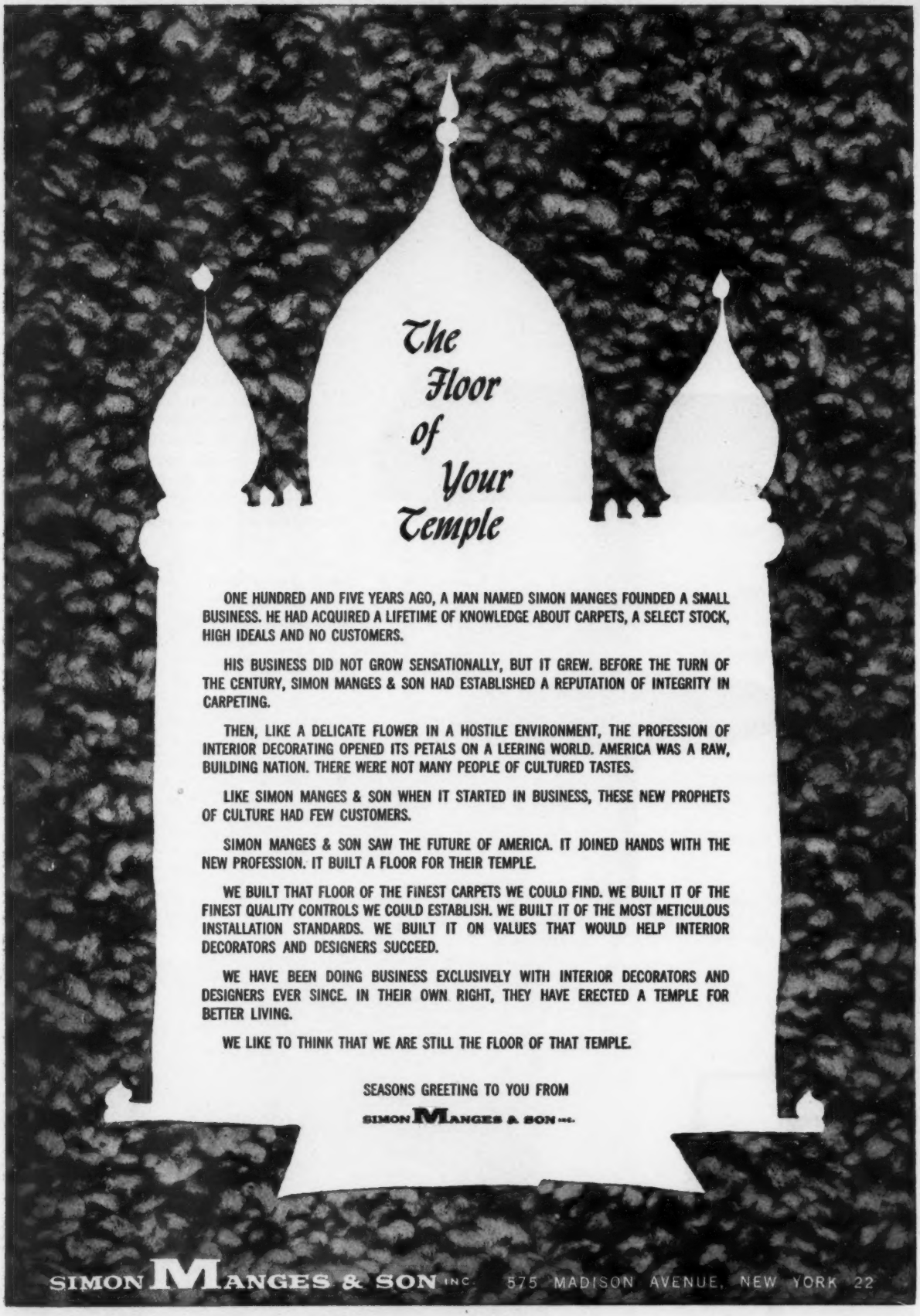
continued from page 160

New Shipment

The newest additions to the "Traditional Collection" of Yale R. Burge, 42 East 57th Street, New York, yield many treasures in antiques and reproductions from Europe, as the sampling of reproductions shown here prove. Each item is reproduced from an original old piece with such care taken as to finish and detailing that even an expert eye finds difficulty in distinguishing the duplicate from the original. The "Collection", already rich in traditional examples of chairs and cabinets, has been augmented with unusual—and irresistible—examples of furniture in crisp black wrought iron, outstanding of which are a Directoire ladder-back chair 52″ high, fitted with seat and back cushions, an unusual mirror and frame incorporating a fanlight in its design, and a U-shape banquet table, as illustrated.

Continued on page 164




The Floor of Your Temple
ONE HUNDRED AND FIVE YEARS AGO, A MAN NAMED SIMON MANGES FOUNDED A SMALL BUSINESS. HE HAD ACQUIRED A LIFETIME OF KNOWLEDGE ABOUT CARPETS, A SELECT STOCK, HIGH IDEALS AND NO CUSTOMERS.
HIS BUSINESS DID NOT GROW SENSATIONALLY, BUT IT GREW. BEFORE THE TURN OF THE CENTURY, SIMON MANGES & SON HAD ESTABLISHED A REPUTATION OF INTEGRITY IN CARPETING.
THEN, LIKE A DELICATE FLOWER IN A HOSTILE ENVIRONMENT, THE PROFESSION OF INTERIOR DECORATING OPENED ITS PETALS ON A LEERING WORLD. AMERICA WAS A RAW, BUILDING NATION. THERE WERE NOT MANY PEOPLE OF CULTURED TASTES.
LIKE SIMON MANGES & SON WHEN IT STARTED IN BUSINESS, THESE NEW PROPHETS OF CULTURE HAD FEW CUSTOMERS.
SIMON MANGES & SON SAW THE FUTURE OF AMERICA. IT JOINED HANDS WITH THE NEW PROFESSION. IT BUILT A FLOOR FOR THEIR TEMPLE.
WE BUILT THAT FLOOR OF THE FINEST CARPETS WE COULD FIND. WE BUILT IT OF THE FINEST QUALITY CONTROLS WE COULD ESTABLISH. WE BUILT IT OF THE MOST METICULOUS INSTALLATION STANDARDS. WE BUILT IT ON VALUES THAT WOULD HELP INTERIOR DECORATORS AND DESIGNERS SUCCEED.
WE HAVE BEEN DOING BUSINESS EXCLUSIVELY WITH INTERIOR DECORATORS AND DESIGNERS EVER SINCE. IN THEIR OWN RIGHT, THEY HAVE ERECTED A TEMPLE FOR BETTER LIVING.
WE LIKE TO THINK THAT WE ARE STILL THE FLOOR OF THAT TEMPLE.
SEASONS GREETING TO YOU FROM
SIMON MANGES & SON INC.
SIMON MANGES & SON INC. 575 MADISON AVENUE, NEW YORK 22

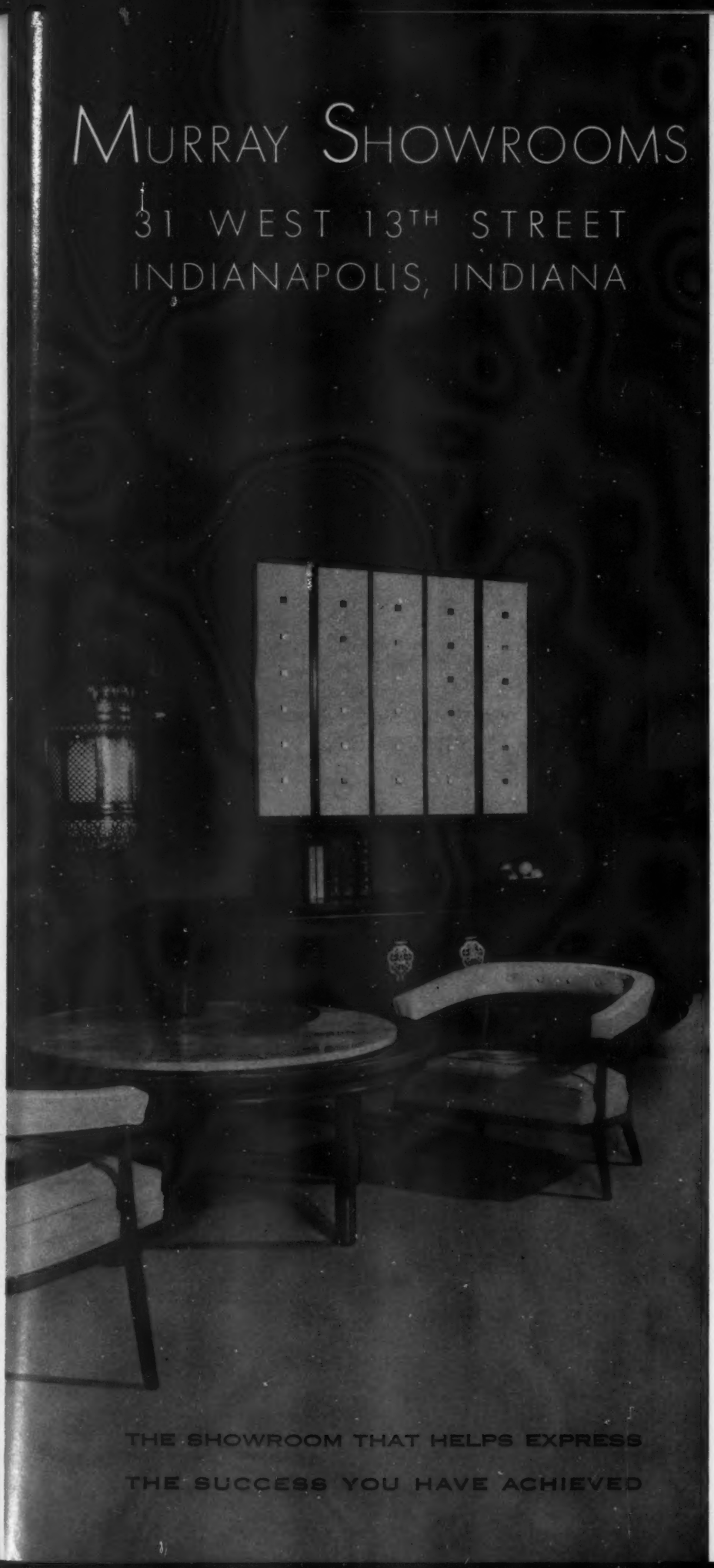
Market Spotlight

continued from page 162

The New Kagan-Dreyfuss

Kagan-Dreyfuss, Inc., 125 East 57th Street, New York, now a closed showroom restricted exclusively to interior designers and their clients, has introduced an exciting *Tri-Form* collection of furniture designed by Vladimir Kagan including chairs, sofas, tables and case pieces notable for an interesting combination of aluminum and wood. Illustrated is an exotic free-form sofa used as a room divider and mounted on stainless steel base in natural or black finish; the tripod base is the design feature of the slim contoured armless chair and repeated in the occasional table, case piece unit and bench used in the attractive bedroom setting. New fabrics designed by Hugo Dreyfuss for draperies and upholstery include textures, prints, and casements in both natural and man-made fibers, with *Texture Tweed* in rayon, cotton, jute and hemp for an all-directional weave; and *String Sheer*, a decorative linen-and-rayon open-work design with a handsome horizontal effect especially suitable for the narrow window wall. Interior designers will be glad to make note of the fact that the pricing of Kagan-Dreyfuss furniture has been modified to make the majority of the firm's designs available to a broader range of clients.

Continued on page 166



FACTORY REPRESENTATIVES

FOR

BAKER FURN. INC.

JOHN WIDDICOMB CO.

JOHNSON FURN. CO.

WIDDICOMB-MUELLER CORP.

MOUNT AIRY FURN. CO.

FICKS REED CO.

MICHIGAN SEATING CO.

MUELLER METALS CORP.

STEMBRIDGE MFG. CO.

FEIKA IMPORTS INC.

MARBRO LAMP CO.

1

Market Spotlight

continued from page 164

1—Dixon-Powdermaker adds new 72" walnut breakfront to *Toscana* dining room group, center section is flanked by decorative brass grillework; antiqued hardware.

2—Nemirow Furniture Co. features foam-rubber cushion sofa with trim tailored lines and back-button upholstery; walnut legs have stretchers for smart note.

3—The Taylor Chair Co. introduces sculptured chairs for executive offices; designed by Robin Robinson in walnut, natural finish, foam rubber upholstery.

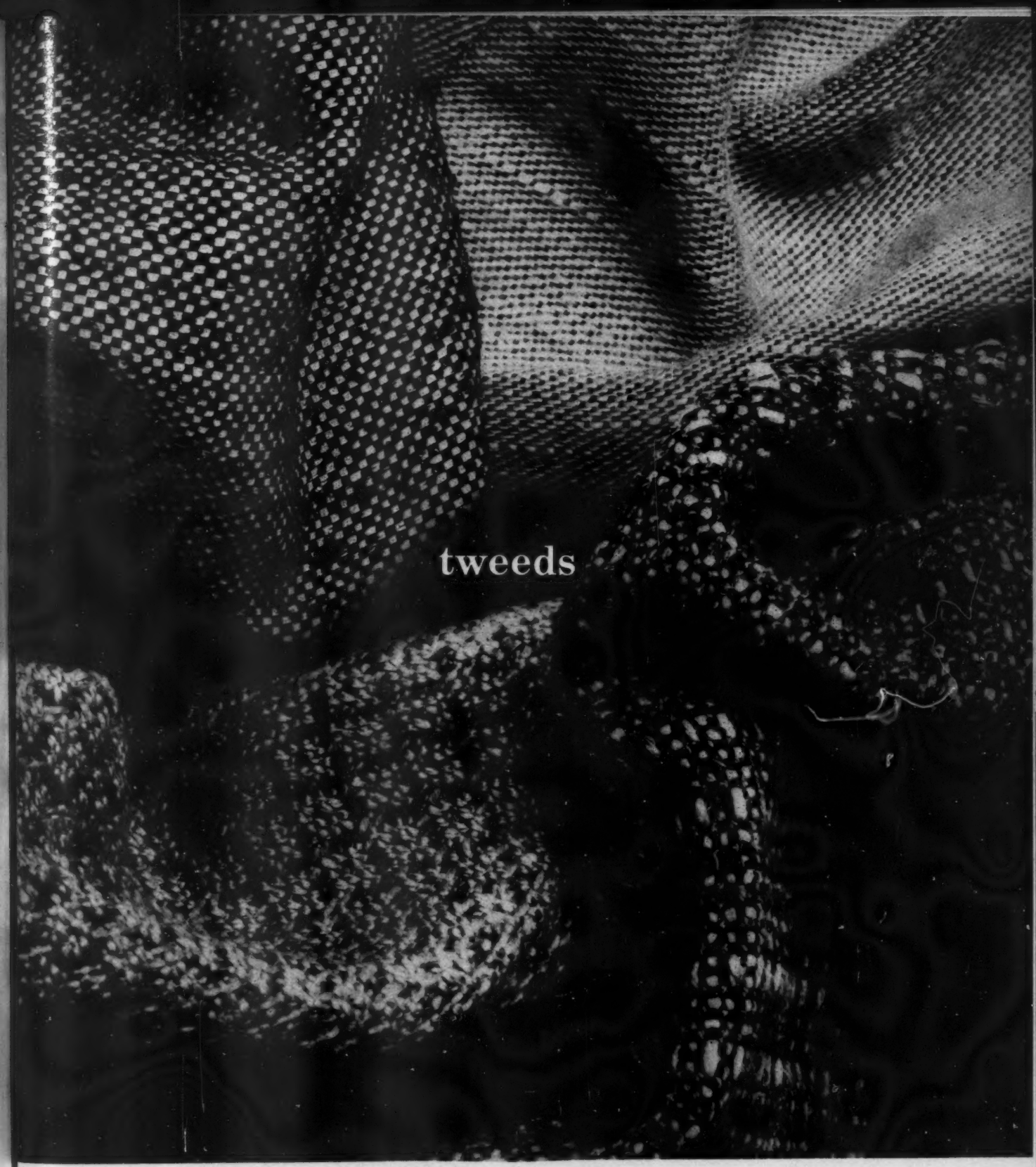
4—Bethlehem Furniture Co. offers classic cabinet in walnut with marble top and solid brass hardware, also available with wood top.

Continued on page 168

2

3

4



7846 7780 These tweeds—imaginatively woven, strong in character, beautiful in color . . . represent Decorative Fabric's new patterns in a fascinating collection that number more than a thousand. Our brand new TIME AND SPACE SAVER —"Tweedorama". . . Book 419 . . . $7.50. Contains 7 patterns . . . 107 samples, 5" x 10". Correlated in an overwhelming array of colors. Price of book will be refunded upon receipt of orders for these fabrics totaling 100 yards. 7808 7704

DECORATIVE FABRICS, INC.

Showrooms: 13 E. 53rd St., N. Y. 22 Also Miami

Offices: 380 Second Avenue, New York 10, N. Y.

ALL WOOL AND WONDERFUL! A significant collection of coordinated woolens—checks, plaids and plains—in myriad exciting colors. Moth-proofed for the life of the fabric.

Illustrated below: Our exhibit at the recent National Home Furnishings Show featuring the many uses of woolen fabrics which are rapidly gaining favor as a distinctive decorative highlight among fine decorators everywhere.

PHOTO COURTESY, THE WOOL BUREAU, INC.

ARTHUR · H · LEE & SONS Inc

501 MADISON AVENUE · NEW YORK 22

MAKERS AND IMPORTERS OF FINE DECORATIVE FABRICS

BOSTON • PHILADELPHIA • CHICAGO • LOS ANGELES • SAN FRANCISCO • TORONTO

Scroll INC.

announces their three new lines for 1959

SHOWROOMS

DECORATOR'S SHOWROOM
4100 North Miami Avenue, Miami, Florida

TOM SINKS FURNITURE CO.
1240 Huron Road, Cleveland, Ohio

MURRAY SHOWROOMS, INC.
31 West 13th St., Indianapolis, Indiana

SCROLL, INC.
2000 Stemmons Expressway, Dallas, Texas

SCROLL, INC.
Merchandise Mart, Space 630-631, Chicago, Illinois

SCROLL, INC.
Decorative Arts Bldg. 305 E. 63rd St., New York, N.Y.

SCROLL, INC.
Los Angeles Furniture Mart
1933 South Broadway, Los Angeles, California

SCROLL, INC.
Southern Furniture Exposition Bldg.
Space 651, High Point, North Carolina

SCROLL, INC.
105 So. Robertson Blvd., Los Angeles, California

CONTEMPORARY SHOWROOMS OF GRAND RAPIDS
6th Floor Exhibition Bldg., Grand Rapids, Michigan

Write for full color brochure showing the complete lines of wrought aluminum furniture by Scroll

Scroll INC.

800 N.W. 166th STREET • N. MIAMI, FLA.

A DIVISION OF THE
MIAMI WINDOW CORPORATION

Market Spotlight

continued from page 168

1

1—Interiors Import Co. introduces imported white and gold *graffito* plaques with gilded metal ornaments, inspired by 18th-century Japanese woodblocks.

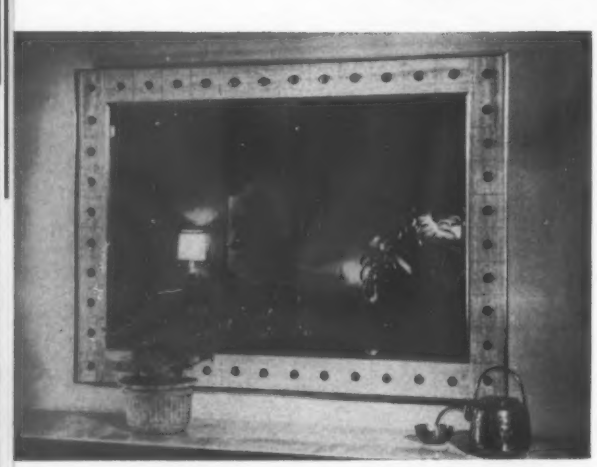
2—Hart Mirror incorporates elegant materials in new mirror design; travertine blocks inset with brass rosettes and enclosed with anonized aluminum molding, overall size 43″ x 60″.

3—Carolina Mirror Corp. finishes rectangular mirror frame in fruitwood with inner molding in antiqued gold, dimensions 37″ x 53″ overall.

4—Meridan Meiss of Feika Imports presents a water color in colorful stained-glass tones, contrasted with simple frame and mat in stone finish.

5—Syroco's new *Keys*, wall ornaments in Syrocowood, designed by Harry Laylon in 12″, 18″, and 24″ length, available in metalgold, black or verde-bronze finishes.

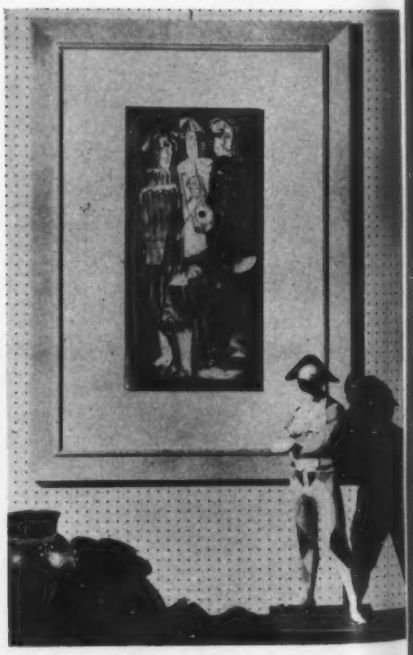
Continued on page 174



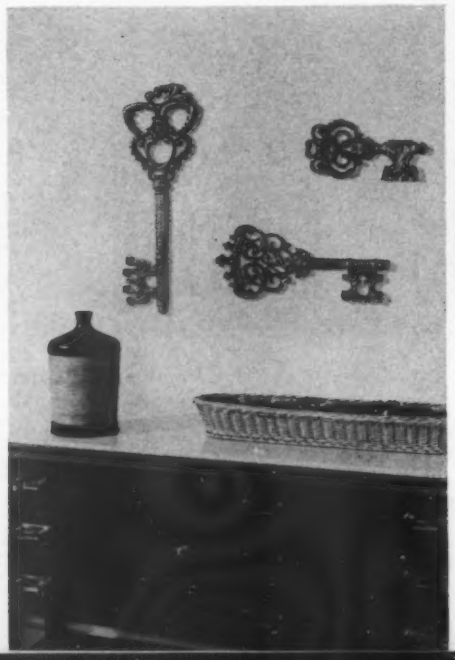
2

3

4



5



#1032 "Dans La Rue Bonaparte" 26 x 32

Aquatones by John Hulse

These are two of the ten reproductions of paintings by John Hulse.

All are in tones of black, soft gray and sepia on white background.

The sepia washes are hand painted which gives an effect of outstanding originality and style.

4 Large subjects 34 x 48 framed
6 Small subjects 26 x 32 framed

A wide variety of frames is available.

#1032 "Impression Du Marais" 26 x 32

James Papalia

FRAMED FINE OLD PRINTS

46 SILLECK STREET, CLIFTON, NEW JERSEY

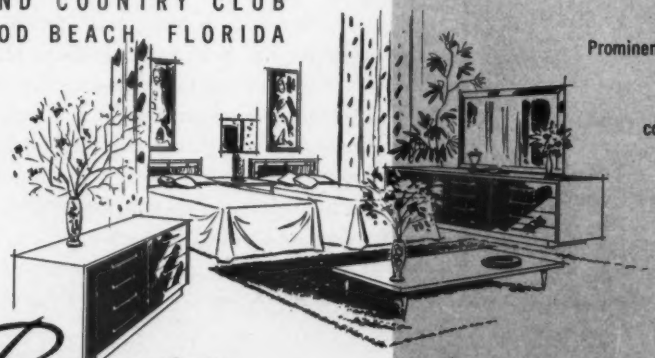
Write for brochure of John Hulse Aquatones and for our catalog of Fine Framed Old Prints.

Chicago, Ill., Harold S. Ellen, 1537 Merchandise Mart
Dallas, Texas, Pedlar & Co., 2622 Cedar Springs Road
Miami, Florida, A. Robert Schoen Assoc., 108-110 N.E. 39th Street
Duluth, Minnesota, Kenneth McCorkell, 129 Pike Lake
New York, Warren Kessler Inc., 6 E. 53rd St.

---

the DIPLOMAT chooses... Beauty Craft

HOTEL AND COUNTRY CLUB
HOLLYWOOD BEACH, FLORIDA



Prominent institutional designer Franklin Hughes and the Diplomat Hotel have chosen Beautycraft's bedroom group of French Walnut Veneer with contrasting white high pressure laminate top and sides; of which the illustrated triple dresser is a part. And in so doing have joined with other fine hotels throughout this country and Latin America in requesting Beautycraft.

There's never a room out of service for refinishing Beautycraft.

For information on other suites, write . . .

Beauty **craft** FURNITURE MANUFACTURING CORP., 5510 N. W. 35th COURT, MIAMI, FLORIDA

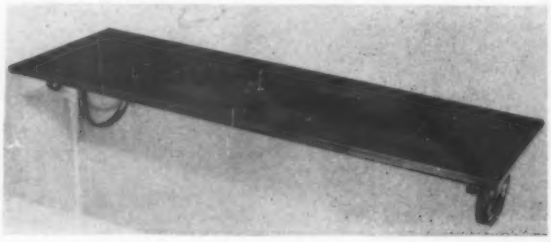
CABLE ADDRESS "BEACRAFT

SHERLE WAGNER

announces
the appointment of
A. Robert Schoen Associates
108-112 N.E. 39th Street
Miami 37, Florida
as exclusive distributors of
Sherle Wagner Designs
in the state of Florida

SMITH & WATSON

20 EAST 55th STREET
NEW YORK 22, N. Y.
PLaza 3-1462



Individual pieces our specialty

Fruitwood parquetry console with inlays of French satine and Maccassar ebony with cast brass scroll brackets.
Made to clients specifications, designed by John P. Ryan.

NEW A.I.D. MEMBERS

Carolinas

GEORGE H. BAILES, JR.
Hamilton House
510 N. Main St., Anderson, S. C.

EDWARD C. McCLEES, JR.
Harvey Gunter Associates
902 Broad St., Durham, N. C.

DRED STUART WALSTON
Allen and Walston, Decorators
409 West Nash St., Wilson, N. C.

MRS. D. REECE WILLIAMS
Julia's Interiors
Partridge Hill, Lancaster, S. C.

Eastern Pennsylvania

RICHARD W. KIDNEY
Bethlehem Steel Co.
Bethlehem, Pa.

MISS EMMA LOU ZARFOSS
Business Furniture Co.
909 Walnut St., Philadelphia 7

Florida

JOSE E. ALEGRIA
La Maison D'Art
Loiza & Krug, Santurce, P. R.

MISS STACEY BALDWIN
Stacey Baldwin Interiors
817 Court St., Clearwater

MRS. JINI COSTELLO
Richard Plumer
155 N. E. 40th St., Miami

LLOYD G. GROSS
Haygood Lasseter, Interiors
1122 DuPont Plaza Center, Miami 32

Georgia District

MRS. MALVINA CARMAN
Davison-Paxon Co.
180 Peachtree St., Atlanta

JOHN FRANCIS CLIFTON
Ray Lang, Inc.
845 Peachtree St., N.E., Atlanta 8

WILLIAM C. TRAPNELL
Ray Lang, Inc.
845 Peachtree St., N.E., Atlanta 8

Illinois

MRS. BERTHA W. CURTIN
Bert Curtin Interiors
1138 Westgate, Oak Park

Indiana

IRA L. McGUIRE
C. Cree Gable, Inc.
116 E. Jackson St., Muncie

New York

STUART BLAINE
Blaine & Booth, Inc.
109 N. Franklin St., Hempstead, N. Y.

MISS JEAN D. LONERGAN
Bloomingdale's
59th & Lexington, New York 22

TOM O'HARE
Abraham & Straus
420 Fulton St., Bklyn 1, N. Y.

EUGENE J. TORRENT
Eugene Torrent Design
25½ E. 61st St., New York 21

MRS. ROSAMOND F. WEISS
W & J Sloane
575 Fifth Ave., New York 17

Pacific Northwest

THOMAS CHARLES MATSKO
L M H Company
1219 Central Ave., Great Falls, Mont.

MISS JANE GUSTAFSON
Harold H. Schultz
411 W. Yakima, Yakima, Wash.

Southern California Dist.

HARRY LA CHANCE
Harry La Chance, Inc.
15908 Ventura Blvd., Encino

GUY MOORE
Guy Moore and Associates, Inc.
251 S. Robertson Blvd., Beverly Hills

MANSON J. RUSSELL
Whittier Office Equipment
152 S. Greenleaf Ave., Whittier

Texas

MRS. DALE EMERSON
Anderson's Furniture Studio
2222 N. Harwood St., Dallas 1

NEW AFFILIATE MEMBERS

Florida

RICHARD H. BOSTAIN, JR.
825 Court St., Clearwater

JACK PREER
Shaw's, Inc.
College Ave., Tallahassee

Indiana

MISS SARAH A. WILKENS
Business Furniture Co.
101 S. Pennsylvania St., Indianapolis 4

Maryland

G. RUSSELL MATTHEWS, JR.
Stewart & Co.
Baltimore 1

FREDERICK M. MILLER
Frederick Miller Interiors
411 N. Charles St., Baltimore 1

Lighting Academy

Are you cognizant of the very newest developments in lighting in the field of interior design? If not, then you will be interested in A. L. A., the Academy of Lighting Arts, just established by General Electric in conjunction with your local electric utility firm. Thirteen classes are now functioning—with more to come—and it will pay you to see whether you can get "in" on the most ambitious training program in lighting ever offered. The schedule of classes for the Academy is in three phases: the first seven sessions devoted to lighting fundamentals; the next phase teaches you an understanding of wiring, switching and dimming for lighting control; finally, in the last four sessions, you learn the most effective merchandising of light for living and its component parts. From 25 to 35 persons are enrolled for each typical Academy course, which runs for twelve 2½ hours sessions. Inquire of your local electric service company for information.

a V.I.P.'s decor . . .
rates a Bigelow on the floor

"And all through the house . . ." restful, quiet, beautiful Bigelow Carpets for Christmas! Your client will appreciate your suggestion that the ideal gift for a home is a carpet chosen from Bigelow's unlimited variety of patterns, colors, textures and prices. To insure the perfect choice for the happy occasion . . . take advantage of the services of the Bigelow Carpet Counsel, a group of experienced commercial carpet specialists unmatched in the industry. Bigelow Rugs and Carpets, 140 Madison Ave., New York 16, N. Y. *The new ideas in carpet begin with* BIGELOW.

PATRICIA HARVEY DESIGNS FOR THE NEW LOOK AT

GROSFELD HOUSE

Venetian Bedroom by Patricia Harvey, N.S.I.D., shown in a room setting of her own design

Dramatic new collections designed by a group of America's foremost decorator-designers. In concept, in workmanship, in every way worthy of the singular acclaim which has been accorded these new offerings in both contemporary and traditional furniture . . . all part of the new look at Grosfeld House.

Plan to see the new furniture and room settings by DORA BRAHMS · YALE R. BURGE · LESTER BYOCK · MELVIN DWORK · JESSIE EARNSHAW · MICHAEL GREER · ROGER B. HARGREAVES · PATRICIA HARVEY · EDITH HERNANDEZ · MILDRED IRBY · VLADIMIR KAGAN · LAWRENCE PEABODY

GROSFELD HOUSE

New York: 215 East 58th Street
Los Angeles: 145 No. Robertson Blvd.
Cleveland: 2810 Superior Ave.
Dallas: 1544 Slocum St.
Chicago: 660 No. Wabash Ave.

proudly in association with

ASSOCIATED FURNITURE FACTORIES
CLEVELAND

CONTEMPORARY FURNITURE, INC.
ST. LOUIS

HERSMAN & COMPANY
DALLAS

I. KRAMER & ASSOCIATES
TORONTO

JOHN STUART, INC.
NEW YORK

MIDWEST FURNITURE SHOWROOMS
MINNEAPOLIS

MURRAY SHOWROOMS, INC.
INDIANAPOLIS

ONE-FIFTY-ONE BUILDING
MIAMI

RICHARDS FURNITURE SHOWROOMS
LOS ANGELES

ROBINSON-JOHNSON DECORATIVE CENTRE
ATLANTA

ROITMAN & SON, INC.
PROVIDENCE

mount airy serves you

mount airy furniture company
mount airy chair company
mount airy, north carolina

CHICAGO
1240 MERCHANDISE MART

HIGH POINT
EXPOSITION BUILDING

Typewriter In The Scheme

Smart color and an exciting departure from the conventional in its crisp linear design make the completely new *Futura* portable typewriter by Royal a welcome addition in the realm of decorative and useful accessories for the interior designer, whether used in a modern or traditional setting. It is modern in concept and the most advanced portable typewriter available—the first with all the practical convenience features of a standard office typewriter, including complete tabulation—yet classic in the simplicity of its design. And this graceful styling comes in

designed for SALES

An achievement in distinctive design from the magnificent Jeral line of tea wagons and tables—superbly styled in gleaming solid brass with precision ball bearing wheels.

No. 7092
Rolling Bar
Solid Brass
18" x 30"
With Drawer and
2 Sliding Doors.
Retails About
$199

Thru your distributor or write for catalog

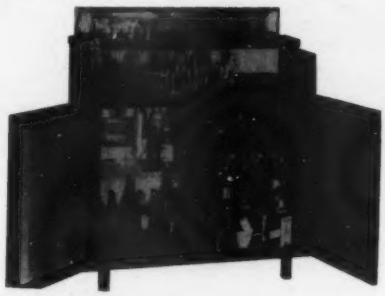
Mfrs. of Unique Contemporary & Traditional Furniture

BRASS PRODUCTS

Jeral

2625 4th Street, Astoria, Queens, N. Y.

four two-tone color combinations—gray with green, light gray, brown or blue—making the *Futura* unique, a portable typewriter made to stay out on view with the rest of the carefully coordinated accessories in the decorative scheme. For more information, address your inquiry to Royal McBee Corporation, 2 Park Avenue, New York.



Refrigerator Cabinets

Elegance in refrigerated furniture is the special theme of Springer-Penguin, Inc., 9-07 34th Avenue, Long Island City, in an extensive collection of custom-engineered cabinets. The group in a wide variety of contemporary and traditional stylings, with a choice of walnut, mahogany or oak finishes, is designed to harmonize with every décor, and completely belies the functional interiors. The modern cabinet shown is an excellent example of the unusual simplicity of design and detail. Built up off the floor for

Continued on page 177

ASIAN ARTS 223 east 58th st. new york 22, n.y. plaza 5-2647

rosewood end table h. 18″ w. 17″ d. 17″

fine traditional, transitional and contemporary upholstered furniture designed to serve the decorator with distinction and profit.

atlanta
robinson-johnson decorative centre
919 chattahoochee ave., n.w.

new york
robinson-johnson showrooms, inc.
227 e. 56th street

miami
one-fifty-one building
151 n.e. 40th street

cleveland
associated furniture factories

dallas
decorative arts center
hersman showroom

houston
g. maxfield taylor, inc.

kansas city
payne furniture galleries

louisville
bass wholesale furniture co.

minneapolis
homemakers guild, inc.

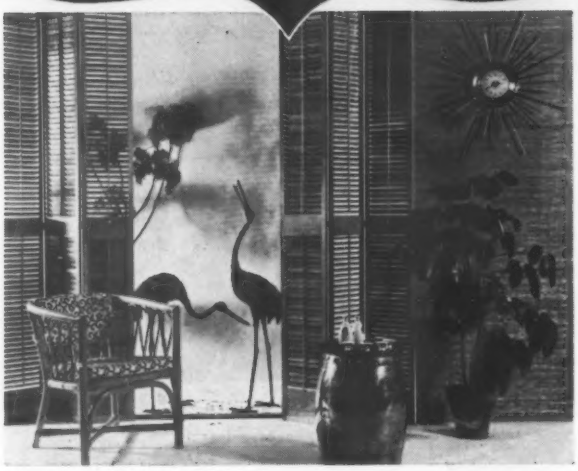
nashville
percy cohen furniture showrooms

st. louis
contemporary furniture, inc.

terre haute
interstate furniture corp.

robinson-johnson inc.
919 chattahoochee ave., n.w., atlanta, georgia

Beautiful New Wood Shutters for Smart Decorative Effects as Well as Utility



Southland Shutters now made in 3 beautiful woods. Offer exciting, new opportunities for decorators. Create stylish, new settings that will delight your customers. Ideal for windows, doorways, closets, cabinets, screens or room dividers.

NATURAL FINISHED WALNUT—Satin finished in natural wood tones. No further finishing required. Made exclusively by Southland.

SMART BLOND BIRCH—Solid birch, satin finished in natural wood tones. No further finishing required. Made exclusively by Southland.

UNFINISHED SUGAR PINE—A beautiful reproduction of old shutters sanded smooth, ready for staining or painting at competitive prices. A Southland product high in quality.

FREE New illustrated catalog and price list gives easy instructions on how to measure and how to order. NEW!

WRITE TODAY TO DEPT. 7-1
JUSTICE MANUFACTURING CO., INC.
HIAWATHA, KANSAS

Representatives for Justice Mfg. Company

PEGGY'S SHOWROOM
2822 Pennsylvania Avenue
Washington, D. C.

STERN SALES CO.
3310 Warrensville Center Road
Cleveland, Ohio

BRANTLEY-ODIN, INC.
85 N.E. 40th St.
Miami, Florida

CHICAGO FABRIC CO.
6120 Merchandise Mart
Chicago, Illinois

ROGER-KNEEDLER
26 Hotaling Place
San Francisco, California

Inviting you to visit our exhibition of miniature room settings, gardens, and terraces. Catalog on request.

ALUMINUM FURNITURE
by Sandfort, Inc.

127 EAST 60TH STREET
NEW YORK 22, NEW YORK
TE 8-7943

MARGARET OWEN
INCORPORATED
515 MADISON AVENUE
NEW YORK 22

Hand printed imported and domestic

Wallpapers, cottons and voiles

MARKET, *continued from page 175*

lightness, with 3½ cubic ft. electric refrigerator capacity, wide-range temperature control, two aluminum self-releasing ice-cube trays, a dry storage compartment, and a glamorous mirror-and-Formica serving section. Other models are enhanced by intricate carved moldings, decorative jewel-like hardware and an extensive assortment of leg styles. Write for a fully illustrated brochure.

New Shapes in Crystal

A new aspect in the striking art of glass working is revealed in a notable display of crystal artware and utility pieces designed by Timo Sarpeneva for Georg Jensen Inc., 667 Fifth Avenue, New York. The group includes smoke crystal bud vases with heavy clear bases, blue crystal vases with spouts which double as mixers, and crystal bowls in smoke or blue as decorative accents. Also seen is an exciting new white opaque crystal in vari-shaped pitchers, saucers and bowls.

GILFORD Gilco HYDE Leathers WISE TO LEATHERIZE

Fine genuine furniture leathers...in a comprehensive variety of colors and finishes

Prompt delivery

Sample books on request

Gilford LEATHER CO. INC.
515 MADISON AVE., NEW YORK 22, N. Y.

PLAZA 3-7128
PLAZA 3-3356

texturama

Over 500 beautiful decorator colors in over 30 patterns of vinyl wall covering and upholstery fabrics

from the new collection to be shown at the january home furnishings market, at the merchandise mart,

CHICAGO / SPACE 6–170

PALLADIO®

INTERIORS' IMPORT COMPANY, INC.

PARADISO; FOUR LIGHT HAND-WROUGHT IRON SCONCE
ANTIQUE WHITE AND GOLD LEAF FINISH. 26" X 18"

SHOWROOMS: NEW YORK • 783 THIRD AVENUE, A. MARANGONI, PRES.
CHICAGO • MERCHANDISE MART • SPACE 6-170
OUTSIDE U. S. INQUIRE: P. O. BOX 668, FLORENCE, ITALY

Westcort

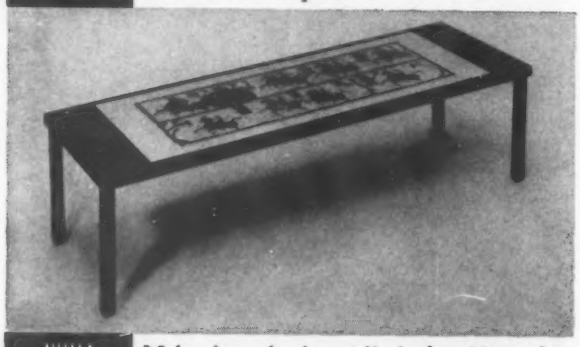
...everything for business interiors

works with you!

Ours is an unstinting service aimed to accent your prestige and integrity with your clientele.

SPECIAL DESIGNS

We invite specials... that we will build in our own factory... for home or office. Estimates on request.



NUMA PLASTICS LAMINATES

Melamine plastics unlimited... Your design or any printed fabric made into an exclusive laminate to your specifications.

COMPLETE SERVICE TO THE DECORATOR

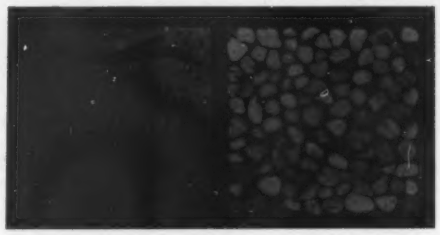
Desks, chairs, sofas, floor covering, accessories... whatever your need, you'll find just what you want at Westcort.

WESTCORT, INC., 4 E. 52nd ST., N. Y. • PLaza 1-0740

NSID Trade Member

Italian Tiles, American Made

Interior designers are no doubt familiar with the imported Italian tiles composed of pigments, cements and fine marble pieces embedded in a "dry mix". Italia-Tile, Inc., a new firm created as a subsidiary of the Preco Chemical Corp., has recently been organized to manufacture these compression-formed Venetial terrazzo tiles in America. Under the leadership of president Robert Nagel, Italia-Tile has opened a new plant in New York,



imported machinery, materials—even key personnel—so that the American-made units are identical with their Italian counterparts, but with the added advantages of quicker delivery and lower prices. Excellent for use in lobbies, dens, patios, fireplaces—on walls as well as floors—the tiles are offered in a wide range of designs with special inserts, borders and decorative effects available on a custom basis. For illustrated brochures and information on distribution, write to Preco Chemical Corp., 415 Lexington Avenue, New York.

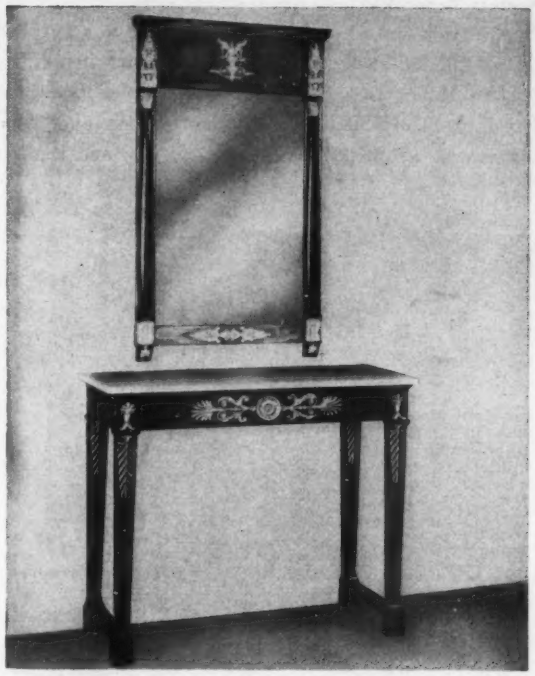
Chinese Originals

OLD AND ANTIQUE
ONE OR PAIRS
OF A KIND

Largest and finest collection of Chinese Vases in the U.S. *Hundreds to choose from!* Various sizes, shapes, colors. Will grace any decor, period or modern.

Cathay Lamp & Importing Co.
Edward M. Ziff, Importer
1534-A Merchandise Mart, Chicago 54

Finest selection of Oriental and European Decorative Accessories



F. J. Newcomb Co., Inc.

208-10 East 52nd Street • New York, N. Y.

Designers — Manufacturers — Importers

ANTIQUES • Mirrors & Frames • Objects of Art • FURNITURE

HENRY END SPECIFIES...

for Miami's new Dupont Tarlton Hotel . . . the casual elegance of Danish designs . . . luxurious upholstered seating that captures the essence of resort hospitality . . .

SELIG MANUFACTURING COMPANY

FACTORIES: LEOMINSTER, FITCHBURG, MASS. MONROE, LA. LOS ANGELES, CALIF.

SHOWROOMS: NEW YORK, CHICAGO, LOS ANGELES, DALLAS

Fine Floor Coverings Since 1917

MARK IV

ERNEST TREGANOWAN, INC. now brings to the interior designer, decorator and architect, an entirely different type of floor-covering.

Woven of 100% four-ply solution dyed viscose staple yarns, these rugs are color-fast and easy to clean. Completely reversible for extra wear, they cannot crush or mat down.

Their hand crafted look makes them equally at home with modern or period furnishings.

Seventeen smartly different designs in tweeds, stripes and solids are available in a wide array of unusual colors, such as: polar white, white with blue, light beige and white, white with blue and gold, black and white and all basic neutral tones.

Mark IV is available for immediate shipment in 27 inch, 9 and 12 foot widths.

Samples on request.

ERNEST TREGANOWAN, INC.

49 EAST 53RD STREET, NEW YORK 22, N.Y.

TELPHONE: PLAZA 5-0330

Member of the Floor Covering Association, Inc.

Deck the halls with boughs of holly 'tis the season to be jolly . . .

Antique Lamps and Decorative Accessories

DAVID WEISS, *Importers* wholesale only
863 third avenue • new york 22, n. y.

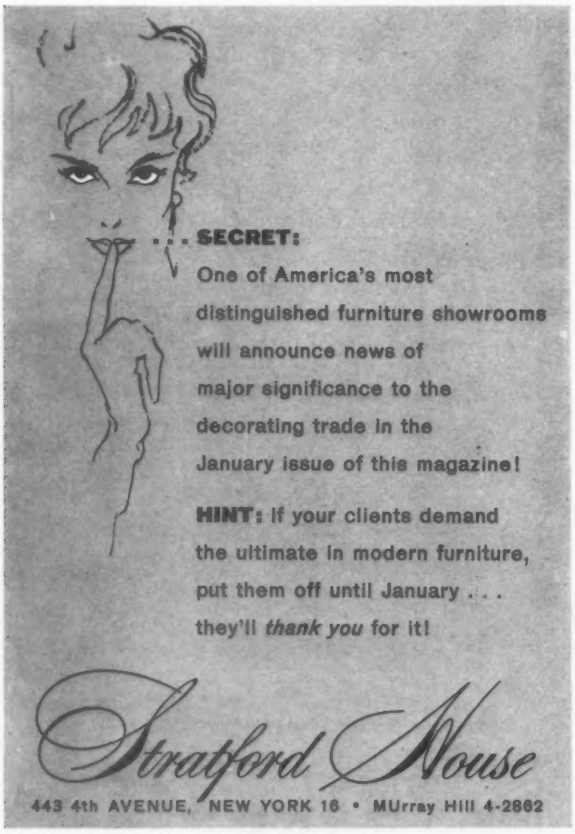
Deck the halls with boughs of holly 'tis the season to be jolly . . . Deck the halls with boughs of holly 'tis the season to be jolly . . . Deck the halls with

Fantasy Decorations

Imagination and whimsical design abound in a novel collection of off-beat, one-of-kind accessory items from Adrian Moore Imports. See, for example, handcarved panels from old Sicilian donkey carts, their once gaudy colors now weathered to a mellow patina, and available

in several sizes as architectural motifs for overdoors or panels over windows; or, discover the numerous handwrought wire birdcages shaped as gondolas, pagodas, swans or castles, enchantingly painted and gilded to lend fun-accents to an interior; equally striking is a ceramic pineapple plant container, 20″ high, finished

Continued on page 183



a NEW *sit 'n sleep* concept

THE DECORATOR GROUP by **rubee**

Thrilling new sofalounge flexibility... by day the sofa slips neatly under coordinated table for dramatic room ensembles. Buoyant foam rubber, of course. Bolsters and mattress—zippered. Unmatched Rubee construction... rich natural finish walnut... wide choice of arm and coordinated table styles... exciting select new decorator covers. See... and price the entire Decorator Group very *very* soon.

AT THE CHICAGO MARKET
JAN. 5—JAN. 16
Be sure to see the Full Rubee Line in our new showrooms
SPACE 600
MERCHANDISE MART

rubee
1026 W. Van Buren St.
Chicago 7, Illinois
Write for catalog and price information.

Decorators and dealers are invited to serve their customers through these Display Showrooms. Generous Trade Discounts.

BUFFALO
Buffalo Furniture Showrooms, Inc.
567 Washington St.

CHICAGO
Flues & Orr, Inc.
Space 600
Merchandise Mart

CLEVELAND
Contemporary Furniture Showrooms, Inc.
4019 Prospect Ave.

DALLAS
Southwestern Furniture Showrooms
2653 Fondren Drive

KANSAS CITY
Treat, Showrooms, Inc.
1706 Wyandotte

MIAMI
Rusnak-Shimm, Inc.
95 N.E. 40th St.

MILWAUKEE
Edward S. Frisch, Inc.
410 N. Milwaukee Ave.

MINNEAPOLIS
Midwest Furniture Showrooms
2323 Wayzata Blvd.

NEW YORK
A. H. Stiehl Furniture Co., Inc.
28 W. 20th St.

PHILADELPHIA
Robert Le Fort & Co., Inc.
1825 Wylie

PITTSBURGH
Hende-Jon
215 Ft. Pitt Blvd.

PROVIDENCE
Roitman & Son, Inc.
160 S. Water St.

SAN FRANCISCO
Ruben Ltd.
550 Pacific Ave.
Jackson Square

ST. LOUIS
Century Furniture Showrooms
1209 Washington

WASHINGTON
Decorators Showrooms, Inc.
1331 Connecticut Ave., NW

THE complete source in Southern New England

ROITMAN & SON
160 SO. WATER ST.
PROVIDENCE 4, R. I.

- **Dillingham Mfg. Co.**
- **Lawrence Peabody Gallery**
- **Molla, Inc.**
- **Monitor Furn. Co.**
- **Mount Airy Chair & Furn. Co.**
- **Rubee**
- **Schoonbeck Co.**
- **Warren-Lloyd, Inc.**

When you design traditional interiors, choose from more than 200 authentic hand-made masterpieces in the Biggs family of fine furniture.

Hepplewhite Inlaid Pembroke Table Height, 27½"

Furniture by BIGGS

Master Craftsmen Since 1890

900 W. Marshall St., Richmond, Va.

New York: A. H. Stiehl, 28 W. 20th St. Grand Rapids: Waters Building

Send for free dealer catalogue

ANTIQUE LAMPS • CUSTOM MADE LAMP SHADES
DECORATIVE ACCESSORIES • ART OBJECTS

Superior

LAMP & SHADE MANUFACTURERS

400 East 51st Street (*S.E. Cor. First Ave.*)
New York 22, N. Y. • PLaza 5-9813

Chicago *Philadelphia* *Dallas* *Washington* *Atlanta* *Miami* *San Francisco*

MARKET, *continued from page 180*

in high glaze of burnt sienna or leaf green color, suitable for both indoors and out. Decorative blackamoors in colorful majolica, and a special group of handwoven lace-patterned fibre rugs, in different colors and sizes, are more surprises from this firm awaiting you. The panels, birdcages, planters and Blackamoors are displayed at the Soovia Janis showroom, the rugs at Mollie Boynton, both at 225 Fifth Avenue, New York.

Floor Décor '59

The Floor Covering Association, Inc., a service organization for interior designers, located at 400 Madison Avenue, New York, has a trade membership of 43 active manufacturing firms and various suppliers. Officers are as follows: Alfred Sauer, President; Warren McCagney, Vice Pres., David Frank, Secretary; Mark Meyer, Treasurer and Torben Caspersen, Chairman of Committee. Recently there was held in the Essex House a showing of the season's collection of flooring designs, with comprehensive selection of new colors, textures and patterns assembled in fashion vignettes which were viewed by interior designers and invited guests. Two of the viewpoints exchanged were as follows: this year's designs are more than ever keyed to the decoration field—in color, texture and pattern, and since a room is decorated "from the floor up", the foundation must be decorative of itself, as well as an integral part of the rest of the room.

L. Jones & Co., Inc.

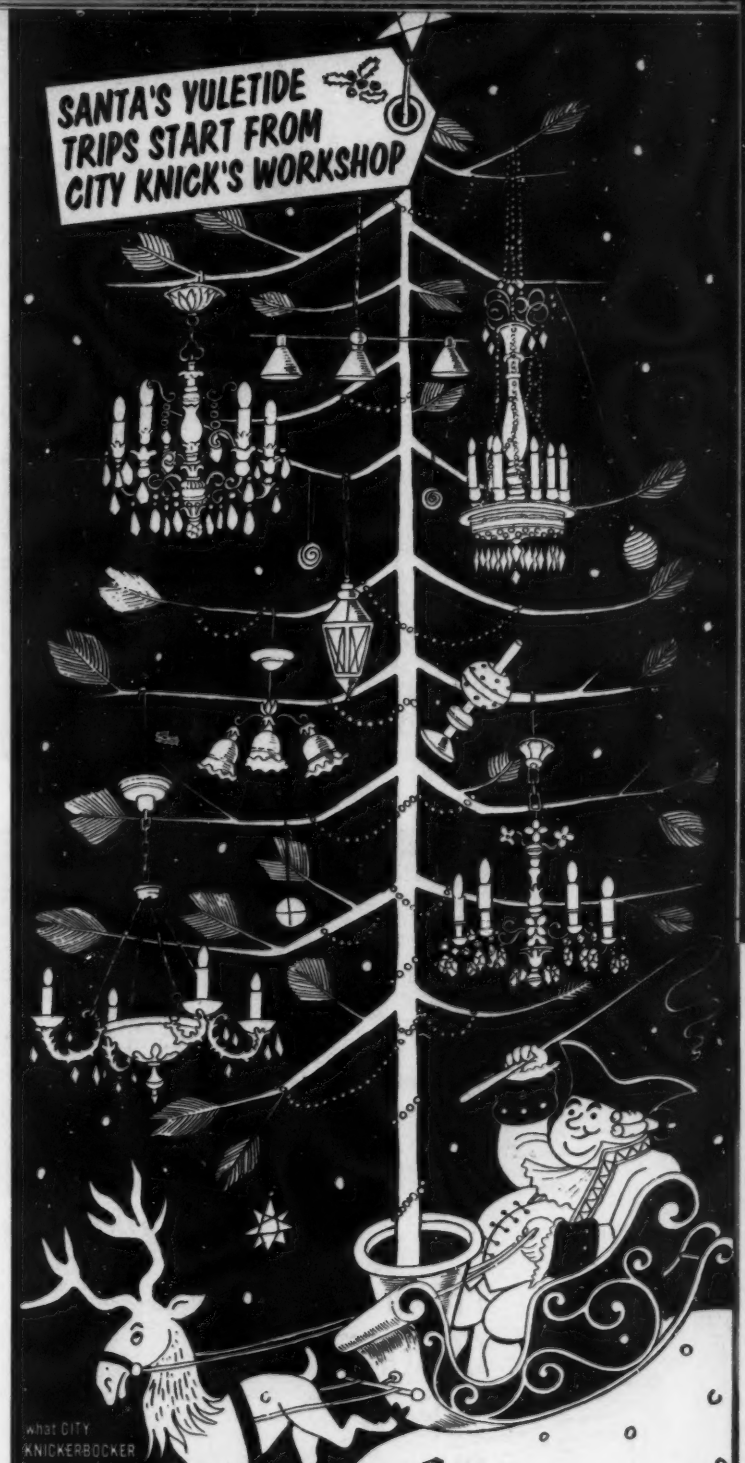
CARPETS

specially designed for America's leading decorators to meet any requirements, whether hand woven, chenille, imported or domestic carpets from America's foremost mills.

For home or commercial use.

SAMPLES AND INFORMATION GLADLY SENT ON REQUEST. SUPERVISED INSTALLATION FACILITIES

L. JONES & COMPANY, INC.
19 East 53rd Street, New York 22, N. Y.
Phone: PLaza 5-4900.

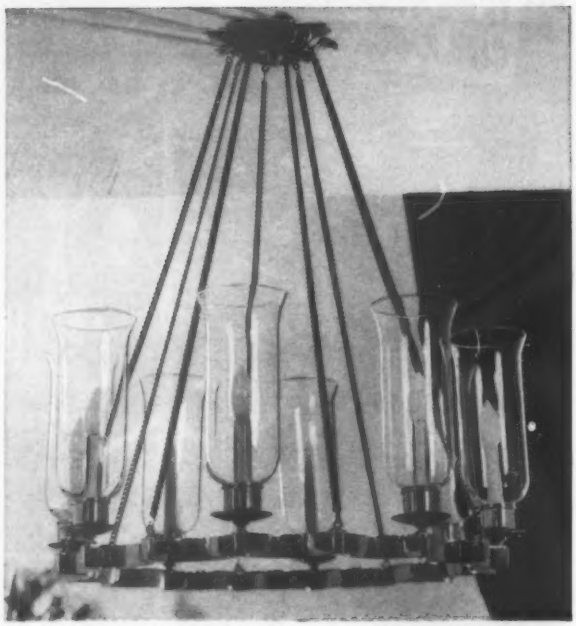


what CITY KNICKERBOCKER doesn't show authentically it reproduces faithfully

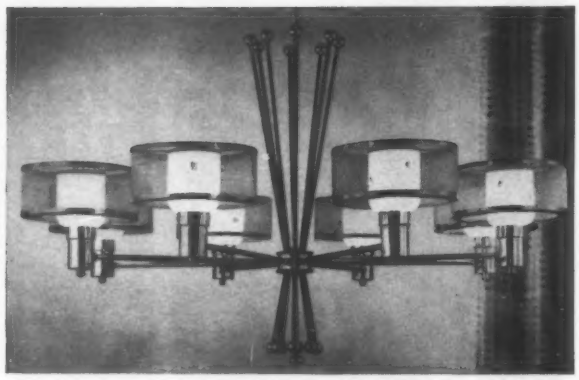
FROM HERE, Santa brings hidden values into the open for those who make interior designing a fine art. From City Knick's Workshop, he hauls away Lighting Fixtures that win favor with the decorators and bolster their technical reputations.

During one season of the year, Santa steals the show. For the balance of the year, City Knickerbocker's "Museum of Lighting Fixtures" is the talk of the town. Its treasured pieces are available for the decorators' convenience to help them enact little dramas of interior design that stand the final tests.

CITY KNICKERBOCKER
781 EIGHTH AV. (47-48 St.) NYC • JU 6-3939



Vanity Fair IV



Symphony

FROM THE CORONET SERIES BY JAY

● Two more examples of decorator artistry in luxury lighting, revealing the telltale marks of proud craftsmanship! *Write Dept. D for nearest Coronet Distributor or visit*

JAY LIGHTING MFG. CO., INC.
New York Showroom: 7 East 35th St.

Illustrated: Sideboard
Solid Cherry—53" wide—17" deep
Dutch Tile Top

A SALUTE to New York City's finest display of Early American furniture. Come see this fabulous collection soon . . . or write for brochure TC.

ATLAS

ATLAS FURNITURE SHOWROOMS CO.
Established 1898
115 East 29th Street, New York City
Open Thursday Evenings and Saturdays

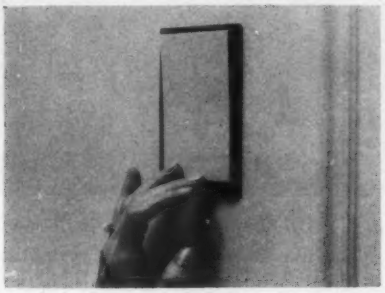
GALLIGAN-OWEN
CORPORATION
OLD STONE MILL, ADAMS, MASS.

NARA—a charming wallpaper from our new GALLERY COLLECTION II

NEW YORK SHOWROOM
515 MADISON AVENUE
ELDORADO 5-1518

Revolutionary Wall Switch

Gone is the common bevel-edge wall plate with protruding switch that is flipped up for "on" and down for "off." In its place is the *Fashion Plate*, a rectangular wall plate framing a larger actuator which is simply touched lightly at the top for "on" or at the bottom for "off," made by Bryant Electric Company, Bridgeport, Conn. The *Fashion Plate* switch is made to mount in standard wall boxes, is available in 15- and 20-ampere ratings for use on



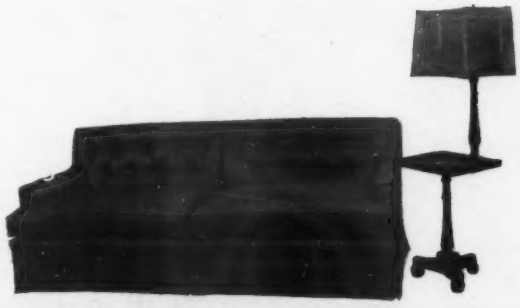
alternating current where the voltage ranges from a nominal 120 volts to 277 volts, and can be used at its rated capacity to control incandescent lamps, resistance heaters and fluorescent lamps; the wall plate comes in black or white and the actuator is molded of opaque ivory plastic or of clear plastic, and it can also be painted or backed up with wallpaper. This flexibility makes possible matching the switch to any décor—a fact the interior designer values above all.

1 *complete source for*

CUSTOM

UPHOLSTERED FURNITURE

and CABINET WORK



Olympia FURNITURE CO. *and*

Carlo Germana CABINETMAKER

1805 1ST AVE. (93RD ST.)
NEW YORK CITY
EN 9-2835 • EN 9-7054

Our VERSATILITY

WILL EXPRESS YOUR

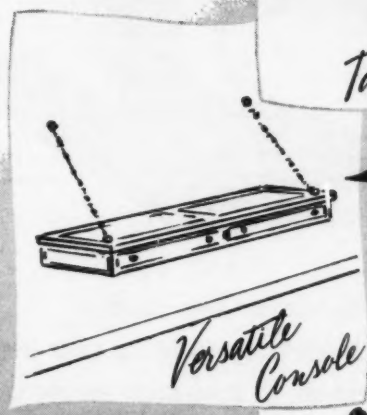
"Create-ability"

Now . . . you can give your clients a service as personal as your ideas. Customize the decor of any room with our original furniture accessories.

DECORATORS' SHOWROOM ORIGINALS

Use ottomans to balance wall arrangements, in windows, and for coffee table groupings. Built-in planter, if desired. Comes in 3 heights (17", 21", 29") and any length, width, finish. Contemporary or traditional.

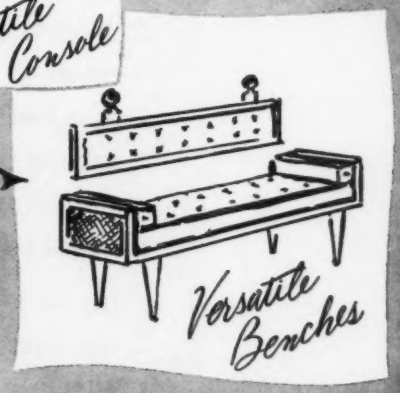
Versatile Table and Ottoman



Versatile Console

Hanging consoles provide interesting wall treatment and practical table usage. Square corners with chains or cut-off corners with brackets. Any length, width or finish. Provision for planter, if desired.

Unusual and conversation-creating benches offer decorative accent for hall or foyer. Any length. Contemporary style (shown) 13" wide. Traditional style 16" wide. Upholstered with fabric or leather. With or without back plate.



Versatile Benches

YOUR SOURCE FOR INDIVIDUALIZED ACCESSORIES

the Decorators' Showroom

WRITE FOR DETAILS

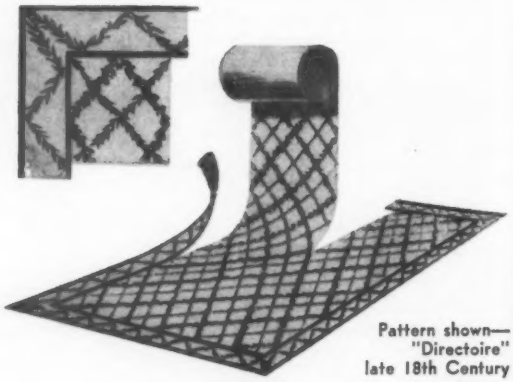
"In the Heart of Chicago's Decorators' Market"

One and one-half blocks north of the Merchandise Mart

Entire 4th floor

440 North Wells Street, Chicago 10, Illinois

The Petit Point Group



Pattern shown—
"Directoire"
late 18th Century

The Petit Point Group consists of 25 faithful reproductions by known French designers of period pieces belonging to well known collections. Mechanically woven in France exclusively for us in duplication of petit point, these rugs are in a most desirable price range.

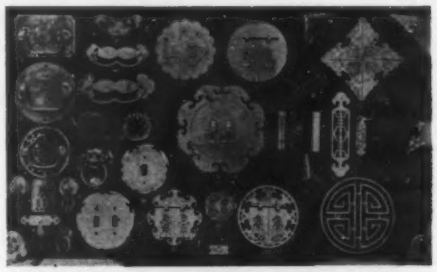
They can be hand sewn on request to any size, using separate widths of body and border materials. In stock for immediate delivery.

Stark CARPET CORP.

509 Madison Ave., New York 22, N. Y. • Plaza 4-1070

Oriental Hardware

To meet the ever-increasing demand for hardware of the type found as accents on their Oriental furniture collection, The Ritts Co., 2221 S. Sepulveda Blvd., Los Angeles, offers interior designers the privilege of ordering identical hardware designs, exclusive of the furniture. These units include hand-engraved or plain models with



chest plates, door knockers, drawer pulls, switch plates and ornaments for furniture corners, in polished brass, or antique silver on brass, lacquered to resist tarnishing. Displays of the line can be seen in the Ritts showrooms in New York, Chicago, Detroit, Philadelphia, Miami, Washington, and Los Angeles.

Harvard Opens New York Office

The Harvard Manufacturing Company of Cleveland, Ohio, manufacturers of mobile metal bed frames and allied bedding products, has opened a new office-showroom at 171 Madison Avenue, New York. Irving M. Jentis will head the New York office.

Fabulous antique, custom, or stock designs for homes, offices, institutions. Write for catalog on professional letterhead. See the fabulous new lighting fixtures by

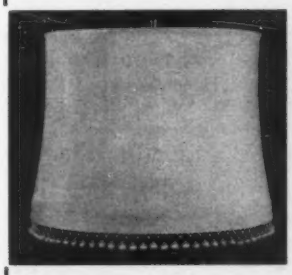
NEW METAL CRAFTS *inc.*

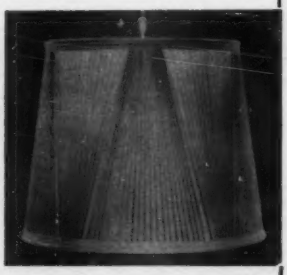
SHOWROOM AND FACTORY, 812 NORTH WELLS STREET, CHICAGO 10, ILLINOIS

Attention Decorators

Sunbeam Lampshade Co., Inc.

cordially invites you
to visit their **SHOWROOM**





where you will find
a beautiful selection
of custom-made **LAMPSHADES**
of the finest fabrics
in all sizes and shapes

3 E. 28th St., N.Y.C. • LE 2-1830 • LE 2-1831

Hobe Erwin Editions In Wallpapers

"Chinese Vine"

Jones and Erwin, Inc.

15 East 57th Street *New York, N. Y.*

NEW!

CHF

FOOD and DRINK EQUIPMENT PLANNING CATALOG AND COLOR CHART

- New "Designer's Choice" Stools and Tables!
- SEE new "Color-Choice Unlimited"—widest selection of colors, fabrics, finishes ever!
- New award-winning installation pictures!
- New "Flare" Columns
- New Expandable Tables

WRITE TODAY!

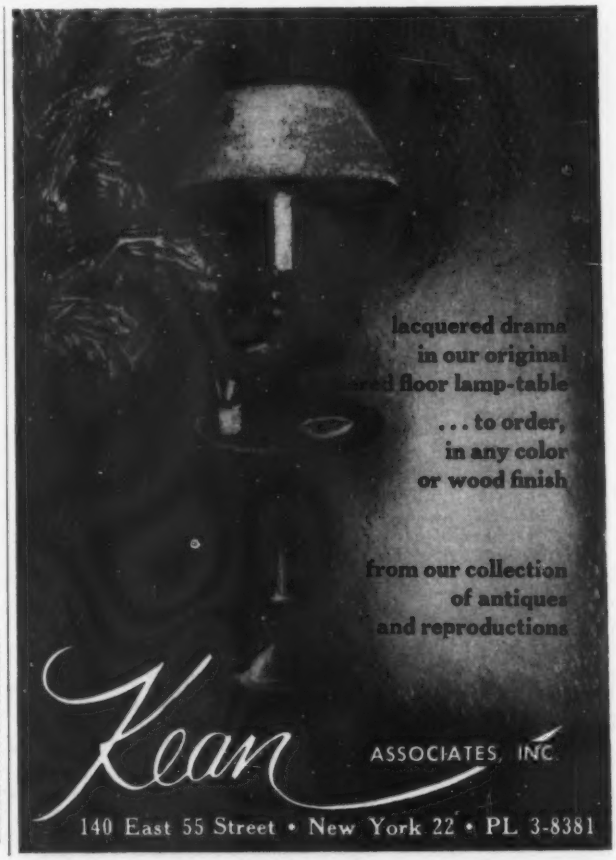
Get Complete Facts on "CHF" lifetime cast stools and tables in bronze, aluminum and cast iron porcelain enamel for carefree maintenance—trouble-free service!

THE CHICAGO HARDWARE FOUNDRY CO.
89128 Commonwealth Ave., North Chicago, Illinois

YES! ☐ Send new "CHF" Catalog and Color Chart—Stools and Tables Fact File

YES! ☐ Send Sani-Dri Electric Hand & Hair Dryer Data File

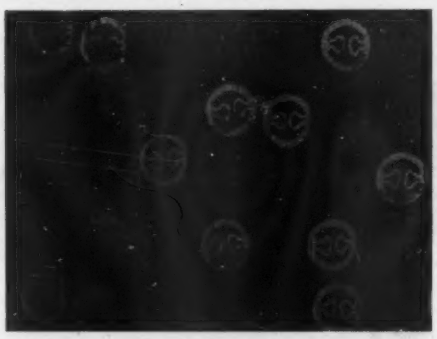
NAME_____
FIRM_____
ADDRESS_____
CITY_____ STATE_____



SCHOOL OF ARTS UNIVERSITY OF PENNSYLVANIA

Nylon Shantung

One of the highlights of the extensive collections of upholstery fabrics by Caro & Upright is a series of silk and nylon designs called "Nylon Shantung." Available in four correlated designs of twelve colors each, "Nylon Shantung" is made in 54" widths and has been sub-



jected to severe testing with results showing a tremendous resistance to fading, ease of cleaning, and fire retardant qualities. It is also moth and mildew proof making it an excellent choice for areas where climatic conditions are a determining factor in the selection of fabrics. For further information write to Caro & Upright, Inc., 720 S. Los Angeles Street, Los Angeles, Calif.

U. S. Plywood's Charter Oak

The natural look in wall paneling is emphasized by the United States Plywood Corporation in the newest additions to its Weldwood line: Charter Oak and Charter Walnut. Panels are cut from logs specially selected for

their interesting knots, pin curls and variations in graining, with a high quality lacquer finish used to emphasize their natural look. Shown here is a close-up of a Charter Oak panel. Further information is available from the U. S. Plywood Corporation, 55 West 44th Street, New York.

Kentile's New Vinyl Colors

Kentile, Inc. has added three new marbleized and terrazzo colors to its line of solid vinyl tile. The new marbleized colors are cocoa brown, a light cocoa tone marbleized in white, beige and dark brown; and "Cremona Buff" with black, chocolate brown and beige marbleizing on a cream-white background. The new terrazzo color is "Banderilla" with yellow, pink, turquoise, white and brown mottling on beige.

"A Line your friends will recommend"

from raw lumber... to frame... to finish... under one roof

ADAPTABLE - VERSATILE — As a Sofa Settee or Chair. Let us know Your Need — Made to your Specifications.

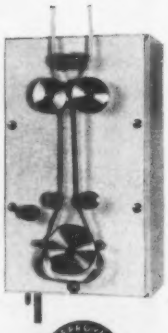
The Furniture Specialties Corp.
316 E. 61st STREET, NEW YORK 21
Telephone TEmpleton 8-7040

Southwest Representative: Charles L. Rodgers,
2703 Routh St., Dallas 4, Texas

DRAW-MATIC

OPERATES ANY TRAVERSE DRAPERY WITH THE FLICK OF A SWITCH

FOR ARCHITECTS AND INTERIOR DESIGNERS WITH IMAGINATION!



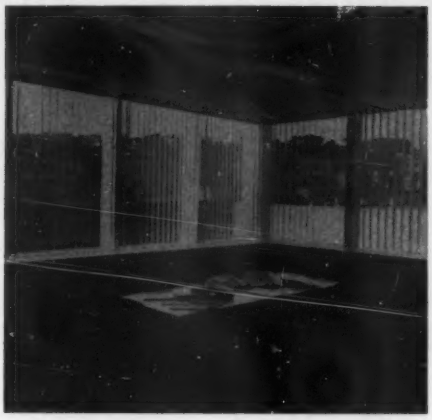
- COMPLETELY CONCEALED, SIMPLE INSTALLATION
- PRECISION PRODUCT, UNCONDITIONAL 2-YEAR GUARANTY
- REMOTE CONTROL, IF DESIRED

USA • CANADA MEXICO • HAWAII • VENEZUELA

DRAW-MATIC ENGINEERING CO.
13025 West McNichols Road, Detroit 35, Mich.

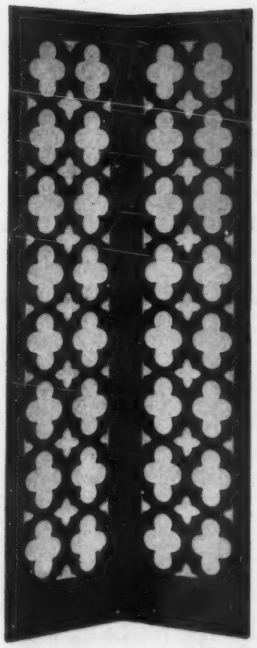
New Features in Vertical Blinds

New narrow vertical louvers, measuring only 5″ wide and scaled especially for smaller windows with shallow reveals, are now available through The Thru-Vu Vertical Blind Corp., Rye, New York. Made of sturdy Du Pont vinyl-coated fabric in a full color range with vane holders



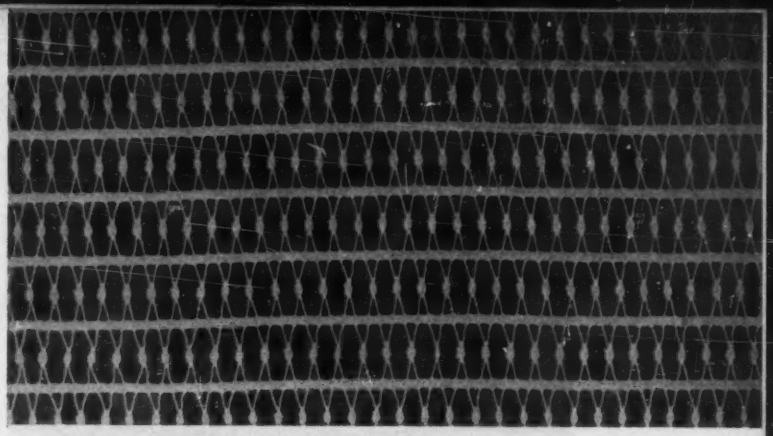
of molded white polystyrene, the product requires a minimum of maintenance, while the Thru-Vu controls permit operation under every type of job condition, including very high or out-of-reach windows. The new designs are also available through the Cumberland Furniture Showrooms, 4 East 53rd Street, New York.

Interiors by MAYOR



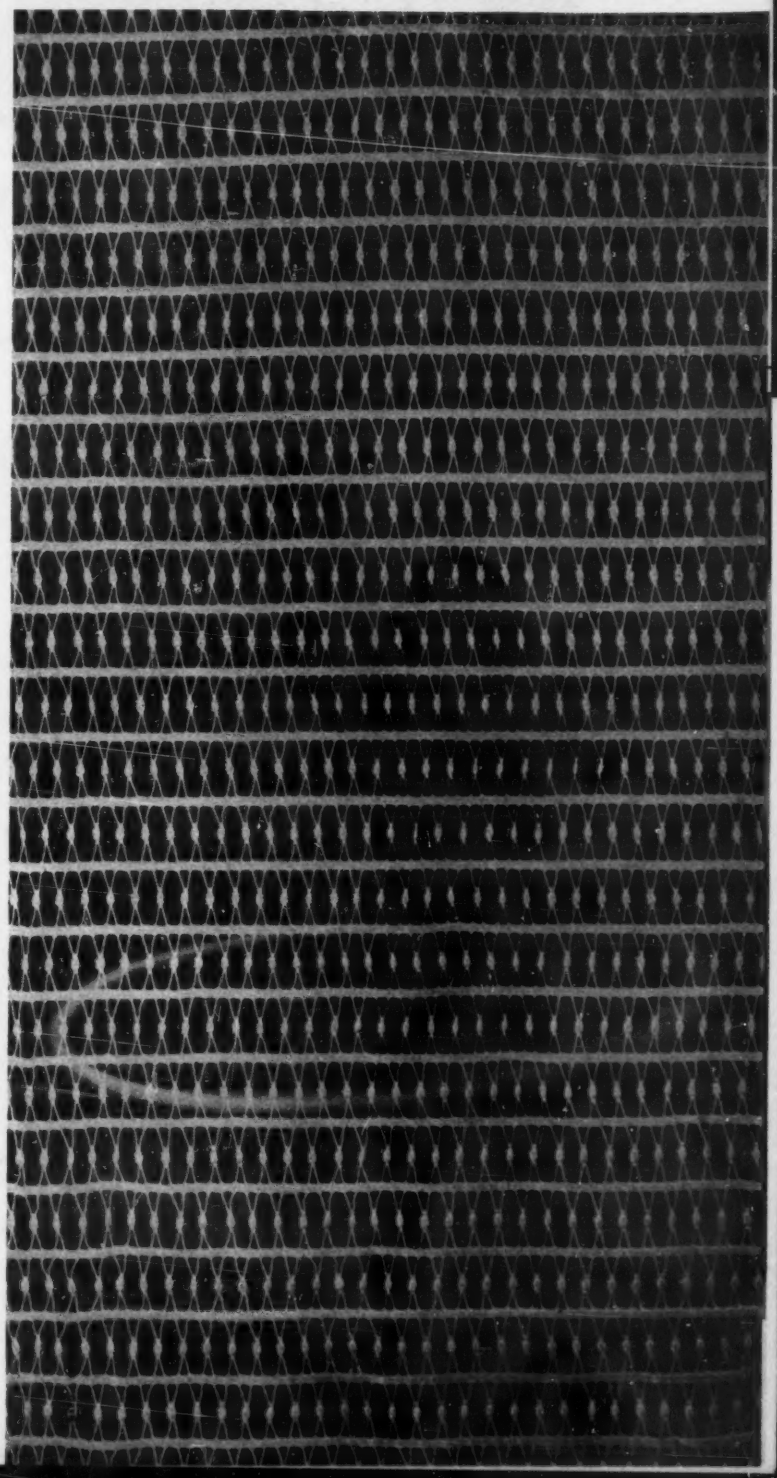
CUSTOM-MADE
PANELS
ROOM DIVIDERS
SHOJI and
SCULPTURED
SCREENS

Factory Showroom: 266 Water St., N.Y.C. WO 2-2776



LARSEN LACE is scaled for palaces and centers of business

JACK LENOR LARSEN, INC.
16 East 55th Street, New York 22



CLOSET INTERIORS

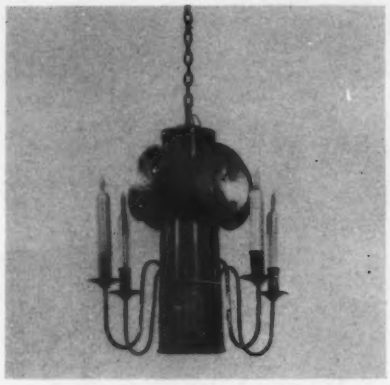
Custom-made by CECIL RHODES

American Home Accessories Co.

686 Lexington Ave. (56-57 St.), New York • MU 8-6568

Lighting For Unusual Effects

Specially designed fixtures for dramatic lighting effects, characterized by originality of styling, distinguishes City Knickerbocker, Inc., 781 Eighth Avenue, New York. A specialty of the firm is an unusual and handsome collection of Early Americana lighting fixtures, of which an



example is selected for presentation here. Indeed the firm's collection of outstanding fixtures includes examples of every period of design with lamps, chandeliers, lanterns and sconces in a variety of materials including bronze, brass, tole and wood, in original and classic shapes and sizes constituting one of the largest collections in New York available to the interior designer.

THE INTERIOR DECORATOR WHO PUTS CREATIVITY ON A PEDESTAL SHOPS DYLAN CARPET; THE PEDESTAL FOR ROOMS THAT REFLECT YOUR PROFESSIONAL TASTE...

DYLAN CARPET

Showroom to the Trade, 140 East 55th St., N. Y. 22. Write for Samples

Maria Kipp

Hand Loomed Drapery and Upholstery Fabrics
Custom woven to the trade.

Main Showroom—3425 W. 1st St., Los Angeles
and Brian Barlow at 633 N. La Cienega Blvd.

Also: San Francisco, Chicago, New York, Philadelphia, Miami, Dallas, and Houston.

Concealing

Revealing

The Brass Veil

The veils of brass mesh with which we sheathed the white plastic columns of the restaurant and bar of **THE INTERNATIONAL HOTEL** are the big brothers of our curtain firescreens, put to a new decorative use under the direction of **DOROTHY DRAPER.**

Because of their light reflecting properties these metal drapes when used as window hangings or room dividers offer the interior designer opportunities for novel effects, as illustrated by these two identical settings. The mesh may be seen in our exhibit at the **DESIGN CENTER.**

Edwin Jackson

159 EAST 54th STREET, NEW YORK 22 • PLAZA 9-8210

Fireplace specialists for four generations

Tiffany
BY MASTERCRAFT

MASTERCRAFT OF GRAND RAPIDS

Bedroom grouping of Tiffany collection. Also correlated groupings of living room, dining room and occasional pieces.

armand m. morell
Decorating Unit
425 EAST 53rd STREET NEW YORK 22
PLaza 1-4980
Distinguished Furniture and Accessories

GRAND RAPIDS UPHOLSTERING CO.

Manufacturers of high grade contemporary & traditional furniture

Factory and Showroom — Grand Rapids, Michigan

SEND FOR CATALOG

STYLING

that lasts a lifetime

Custom crafted shutters

Cane Panels

Shoji Screens

Various types of Decorative Plastics available

Visit our new showroom

SHUTTER MODES

1046 3rd Ave. (at 62nd St.) N. Y. 21, N. Y. • TE 8-4990

Wood Veneer for Walls and Furniture

The warm appeal of wood is now available in *Furnaflex*, a new top-quality wood veneer for wall and furniture surfaces, introduced by the Wilcox-Woolford Corp., Spring City, Pa. Easy to apply and long wearing with beautiful grains of oak, birch, mahogany, walnut, cherry or maple, *Furnaflex* is available in dull, satin or glossy finishes especially treated with a permanent protective vinyl plastic finish, and is backed with aluminum foil. Further, the new product comes in 4′ x 8′ sheets of matched or random width panels, .025″ thick, flexible enough to permit application to flat, round or curved surfaces; and you will also be glad to know that *Furnaflex* is resistant to most common acids, alkalis, food and household stains, is unaffected by atmosphere and climate and can be applied directly to structural surfaces including plastic and glass.

Panels Everywhere

Decorative Panels are offered by Interiors by Mayor, 266 Water Street, New York, styled in a number of design techniques and materials. The decorator is offered in addition to traditional, Far Eastern, Gothic and contemporary concepts, the screens made up to special order using exotic cabinet woods in various combinations with Polyplastic and fabric backings as well as cane, ceramic, glass and metal inserts.

French REPRODUCTIONS

A. GUERIN

Brochure on request

The French Antique Co., Inc.
200 E. 58 ST., NEW YORK

made in Paris

"Fine Furniture Leather Since 1881"

JOHNSON LEATHER CO., INC.

95 Madison Ave. N.Y.C.

MU 3-9390

CATALOG AVAILABLE

Lamps • Accessories

CUSTOM FINISHED IN

PERIOD • CONTEMPORARY • ORIENTAL

PROVINCIAL DESIGN . . .

MERCHANDISE MART • ROOM 1033-A

THE PALMER HOUSE • ROOM 638

One of a Pair No. 34W Right 40"

No. 233 47" High

CHAPMAN

SOUTH BRAINTREE 85, MASSACHUSETTS

HOME OFFICE AND SHOWROOM • 405 EAST 62ND STREET, NEW YORK 21, NEW YORK
E. C. DICKEN SHOWROOM • 650 DECORATIVE CENTER, DALLAS, TEXAS
DEVON SERVICE • 420 BOYLSTON STREET, BOSTON, MASSACHUSETTS
E. F. COLIE ASSOCIATES • 6-158 MERCHANDISE MART CHICAGO 54, ILLINOIS
ROBERT S. COLLINS SHOWROOM • 160 N. E. 40TH STREET MIAMI, FLORIDA

This is Mandalay

An utterly new concept
in rattan furniture.
Designed by John Wisner with
your most discriminating
clients in mind.

Handsome new catalog on request.

FICKS REED CO.

4900 Charlemar Drive, Cincinnati 27, Ohio
Showrooms: New York: 305 East 63rd St.
Chicago: Space 631 Merchandise Mart

"Hushalon" Felt

Central Felt and Fabrics Corporation, 24 West 25th Street, New York, has introduced a new decorative felt called "Hushalon" which combines the traditional rich beauty of this material plus highly effective noise reducing properties. Available in a wide range of colors, the felt has a special finish which repels water, oil and dust; it is both flameproof and mothproof and features a built-in vapor barrier. A heavy backing makes application to wall or ceiling an easy matter, and any regular wall adhesive can be used. The material comes in 54" and 27" widths on rolls 40 feet long. For further information and samples write to the above address.

Visit to Japan

Takashimaya Inc., the first Japanese department store in the U.S.A., is open for business on Fifth Avenue at the corner of 46th Street. An authentic Japanese atmosphere has been recreated by architects, Junzo Yoshimura and Henry Steinhardt, who have in every way reproduced a Japanese department store in true Oriental style. The three floors embody a range of merchandise from Japanese dolls priced at three dollars to elegant lacquer ware and screens costing upwards of $1200. In addition there is a referral service on Japanese design offered by qualified Japanese architects and interior designers for those who wish to incorporate exotic Japanese design for a delightful effect in gardens and houses.

The Prestige Monogram In Solid Vinyl Flooring

ULTRALAST
TERRALAST
VINYLAST
ECONOLAST

VPi

Write for samples and literature

VINYL PLASTICS INC
1825 ERIE AVENUE, SHEBOYGAN, WISCONSIN

Announcing

NEW HOME STUDY COURSE IN
INTERIOR DESIGN AND DECORATION

A school of high ideals and established responsibility announces a new home study course, prepared by leading interior decorators and teachers. This well-planned training program has been especially designed for Decorator's Assistants, Junior Decorators and others in the decorator trades.

This unusually comprehensive training includes: furniture arrangement, furnishings, period styles, wallpapers, color schemes, textiles, lighting and many other subjects. No classes. No wasted time. Diploma awarded. Low tuition. Send for free booklet.

CSID CHICAGO SCHOOL OF INTERIOR DECORATION
Dept. 1229 835 Diversey Parkway, Chicago 14, Ill.

Poli Castro PAPERS LTD.

F.C.S.®

fine custom scenics by

POLI CASTRO PAPERS LTD.
38 SO. COLUMBUS AVE., MOUNT VERNON, N.Y.

brochure on request

America's foremost manufacturer of

Brass Furniture

FREE BROCHURE ON REQUEST

The **Ben Karpen** Furniture Co., Inc.

212 E. 51st St., N.Y.C. PL 5-3450

THE COMPLETE LINE OF

SARANSPUN

TRADE MARK

INHERENTLY, PERMANENTLY FLAMEPROOF

WOVEN TEXTURES
VAT PRINTS

SAMPLES AND COMPLETE SPECIFICATIONS ON REQUEST

DECORATOR FABRICS BY

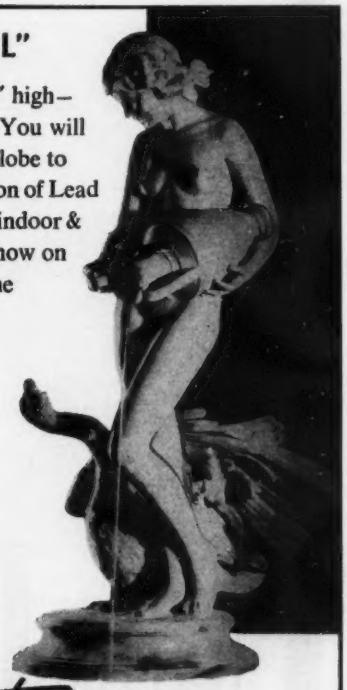
dazian's

EST. 1842

New York: 142 W. 44 St
Boston: 400 Boylston St
Chicago: 27 S. Wabash Ave
Dallas: 2014 Commerce St
Los Angeles: 318 S. Robertson Blvd

"GOOSE GIRL"

By C. S. Paolo—42" high—piped for fountain. You will have to travel the Globe to find a better collection of Lead Statues, Fountains, indoor & outdoor furniture—now on display in one of the country's largest showrooms.



Ask your dealer, Decorator or write direct.

(Catalogue I D on request)

THE Florentine CRAFTSMEN, INC.
479 FIRST AVE. (cor. 28th St.) New York 16
Phone LEXington 2-3926

One of two carvers
from a set of
12 mahogany Georgian style
dining chairs.
England. Circa 1850.

HALL HOUSE

Established 1873

European Accessories
Old and New

Charles Hall

1020 Madison Ave., N.Y.C. Near 79 St.
REgent 7-8660

Modular Office Furniture

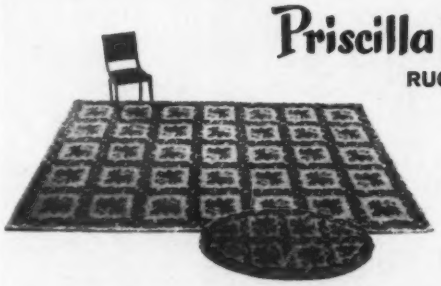
To keep abreast of the rapidly shifting design pattern in modern offices, Jasper Desk Co., Jasper, Indiana—in operation for over 80 years—has introduced a new contemporary furniture line each year for the past four years, representing an accumulation and distillation of dealer and customer preference. The newest catalog of office furniture available covers twelve different lines, and three style periods, in a price range that includes economy grades as well as the most luxurious matched butt walnut suites. Outstanding is the *Modulaire, Series 15* office group, designed for complete modular flexibility

in executive and general office installations, which can be assembled on the job with only a screw driver, and no other tools required. It is produced by fine woodworking craftsmen, in genuine walnut throughout or with tops —in a wide range of sizes—of matching walnut grained plastic laminate, all with special slot adaptor that makes assembling or repositioning of pedestals a simple matter.

H.A.BAME
FIREPLACE EQUIPMENT
andirons — firesets — fenders
"slidease" curtain screens – grates
210 EAST 52ND ST., N. Y. 22
BETWEEN 2ND AND 3RD AVENUES
ELDORADO 5-6996

FLOOR COVERING HAND CRAFTED IN FINE WOOL

Priscilla Turner
RUG GUILD



EASTERN CARPET COMPANY 295 FIFTH AVENUE, NEW YORK 16
MERCHANDISE MART, CHICAGO 54

Casual . . . yet so *ELEGANT*

COLONIAL INTERPRETATIONS FOR MODERN LIVING, WITH DISTINCTIVE OVERTONES OF THE GRACIOUS PAST

SHOWROOMS:

BOSTON, 698 BEACON ST. • CHICAGO, 1038 MERCHANDISE MART • GRAND RAPIDS, EXHIBITORS BUILDING • NEW YORK, 323 E. 44TH ST. • NASHVILLE, 168 3RD AVE. N. • ST. LOUIS, 10 S. HANLEY RD. • PITTSBURGH, 2969 W. LIBERTY AVE. DALLAS, 390 DECORATIVE CENTER

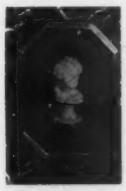
Colonial OF ZEELAND MANUFACTURING COMPANY ZEELAND • MICHIGAN

WALL GROUPINGS • GOLDLEAF GILDING

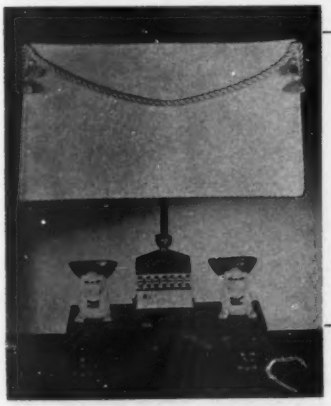
CUSTOM FRAMING •

J. ALDEN STUDIOS

1112-2nd Ave. New York • PL 3-3677—PL 3-3157



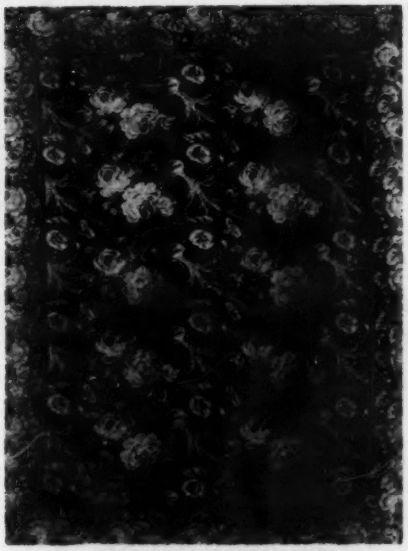
Pittsburgh Showroom: Oxxfords, 2969 W. Liberty Ave.
Dallas Showroom: Jack Housman, 303 2nd Unit, Santa Fe Bldg.
West Coast: Irving N. Gabriel, 2620 Moraga St., San Francisco, Cal.
New England: Jack Fearer, 98 Floyd St., Dorchester 24 Mass.



LAMPS
SHADES
MOUNTINGS

ARDEN

16 E. 53rd St.
New York City
PLaza 3-5633



ANTIQUE EUROPEAN RUGS

An antique Bessarabian Rug 9' 8" x 7' 8"

One of the many fine antique European Rugs in our extensive collection. Write for a copy of our brochure.

SPECIALISTS SINCE 1886

K-C Kent-Costikyan INC.

PLAIN CARPETS
ORIENTAL RUGS

305 East 63rd Street, N. Y. TEmpleton 8-3120

We Open a New Department—
Accessories
From
- INDIA
- BURMA
- NEPAL

NOW ON DISPLAY
BROCHURE AVAILABLE

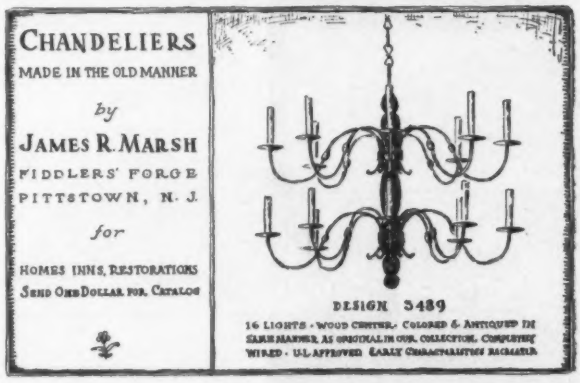
Mottahedeh
NEW YORK: 225 FIFTH AVENUE
CHICAGO: 1597 Merchandise Mart
Los Angeles: 861 No. La Cienega Blvd.
Dallas: 2621 McKinney Ave.
San Francisco: 472 Jackson St.

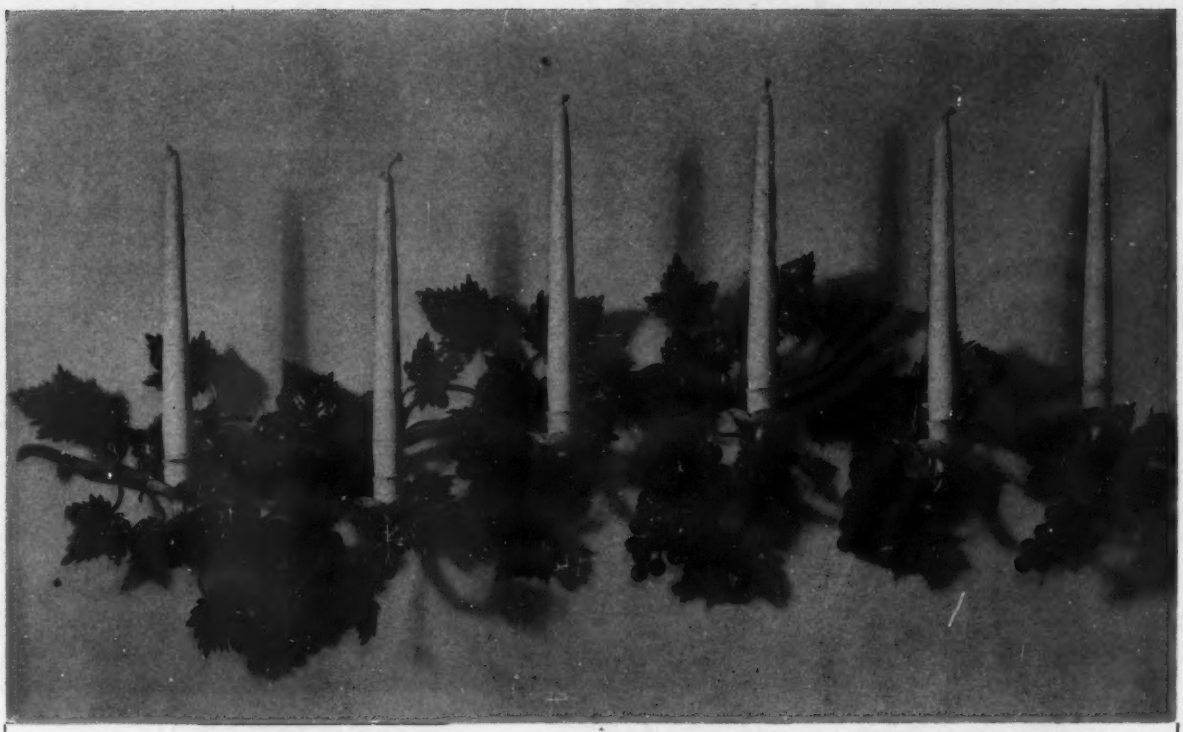
Burlap Glitter for Walls

Supreme Burlon is a new, attractively-priced, bonded burlap wall covering made in India from the finest of jute yarns and produced by Van Arden Fabrics, 110 Murray Street, New York. Ten vivid colors include champagne, ecru, sea green, lemon, turquoise or pink, on paper or metal foil backing for a luxury look for walls and ceilings. The product acts, in addition, as a weather insulator keeping cold and damp out, is easy to hang and hides cracks and unevenness. And for a note of extra-special glamor there is *Macambo*, the firm's new metallic cloth-of-gold with paper backing which, in addition to three different gold tones, also comes in silver, pink or aqua.

Doorway Décor

Locks and latchsets by Russwin & Erwin, division of The American Hardware Corp., New Britain, Conn., feature unique construction elements and imaginative styling door hardware for every function. Such elegant polished brass notes as the *Tiara* and *Olympic* escutcheon with gadroon motifs come with knobs in polished brass and offer a smart theme for doors; or a handsome rosewood escutcheon, combined with polished brass knob, engenders a more casual air; there is also a sleek precision-styled design in satin chromium to go with the modern interior. You'll also find illustrated in a descriptive brochure, offered upon request, an ample assortment of door hardware of contemporary styling.





• Write for Brochure

ALPINE IMPORTERS OF CALIFORNIA

6-Light Florentine Iron Grape Bough 40" long in natural finish or gilt. Also available without candle holders.

1517 So. La Cienega Blvd., Los Angeles 35, California

INTERIORS WORKSHOP

offers courses in

Interior Decoration, Color and Room Arrangement, Drawing and Rendering Techniques

Register Now.

Session starting January 19, 1959

FURNITURE EXHIBITION BUILDING

220 East 34th Street • New York 16, N. Y. • OR 9-6346

By appointment only

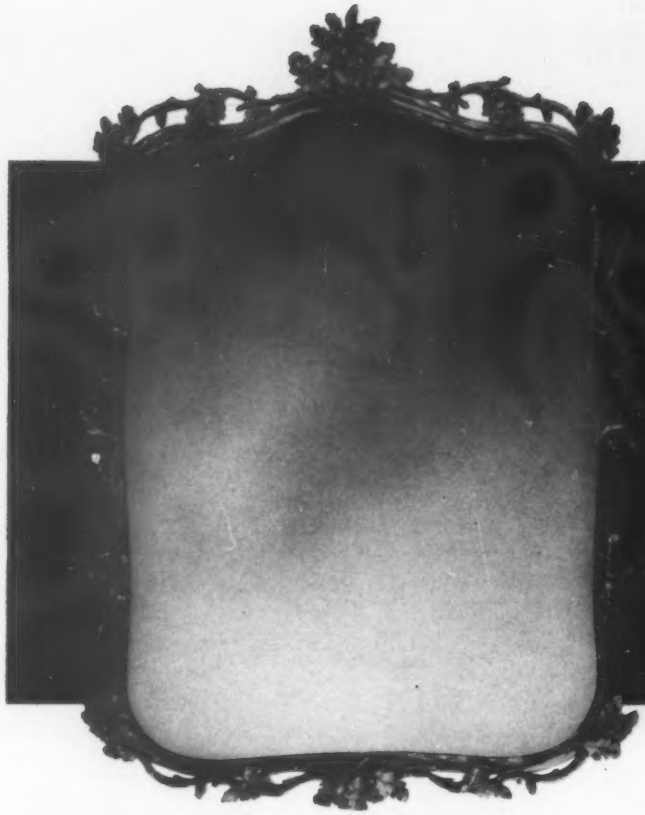
33 Beekman Pl.
New York City

WILLIAM B. LEEDS GALLERY

No. 1030L Cabinet with 1031L Top. Doors are held closed with a touch latch. Cabinet has casters—leather background on doors with Satin Brass quatre foils.

the COLONNADE COLLECTION

by JAMESTOWN LOUNGE CO., Jamestown, N.Y.



Milch Mirrors

Renowned for the supreme beauty of their exquisite hand-work for over half a century

D. MILCH & SON INC.

238 East 44th Street New York 17, N. Y.

Our famous oak leaf pattern, made in five sizes for single or double dressers. Various finishes to order.

Chandelier #2039—4 ft. 6 in. diameter. 8 arms—Indirect light. Same design 2 tier—15 arms.

Write for new brochure illustrating

Consoles, Mirrors, Chandeliers, Lamps and Decorative Accessories

Originals of

Edward Krumpe, Inc.

242 East 58th Street, New York 22, N. Y.

QUALITY HOUSE

FILIGREE PANELS

Send for illustrated price list.

U. S. SHUTTERS

Shutters • Shojis • Filigrees

420 W. 45th St., N.Y.C. CO 5-1865

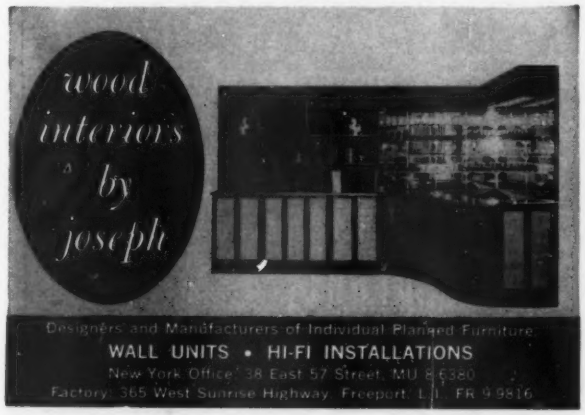
Styling With Tiling

One of the most intriguing designs in floor tiles to be seen anywhere is that offered by Donald Hendricks Designs, 13 Wall Street, Huntington, Long Island, New York, and illustrated here. The tile shape was inspired by the ceramic floor in an old French château and can be adapted to any vinyl, rubber or linoleum desired,

contemporary or period furnishings. Particularly exciting are color combinations of marble with solid hues, and a wonderful parquetry effect can be obtained by using two shades of wood grained tiles that blend beautifully with antique and French provincial interiors. Mr. Hendricks' work can be seen in New York at the Design Center, 415 East 53rd Street.

New Address for Lamp Firm

Wahl & Company, Inc., has moved its showroom of lamps to 148 East 54th Street, New York.



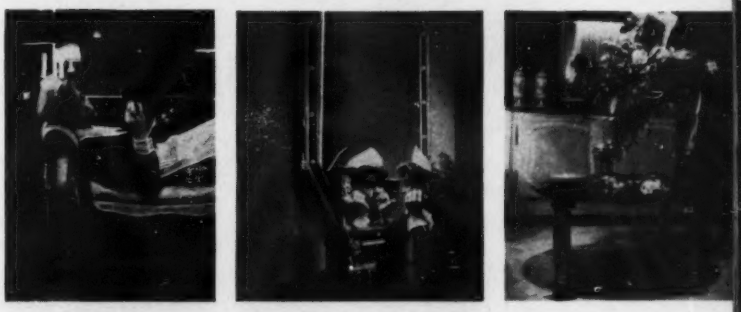
you'll work wonders with light

For example, Maurizio Tempestini's lift and lower wall lamp in grasscloth, walnut and brass. Write for free color portfolio to: Lightolier, 11 E. 36 St., New York, N. Y.; 1267 Merchandise Mart, Chicago, Ill.

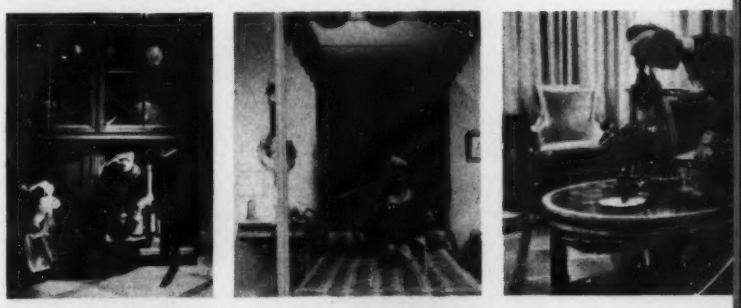
...when you work with LIGHTOLIER

Josette thinks that the salons of Brunovan are as good a place as any to find romance. The

finest French furniture attracts people with taste and money, qualities dear to her heart.



Meanwhile, it's like being back home in one of the grands chateaux, and it's a living.



Mingling as she does with eligible devotees of authentic French styling, Josette is probably

not long for feather dusting. The furniture will be here, however, awaiting your visit.

BRUNOVAN, INC.

NEW YORK ..... *The Decorator's Mart, 425 East 53rd St.*
PARIS ..... *8 Rue Ambroise Thomas*
LOS ANGELES ..... *R. Donald Skinner, 719 LaCienga Blvd.*
KANSAS CITY ..... *W. M. Love, Inc., 3939 Broadway*
MIAMI ..... *A. Robert Schoen Assoc., 108 N.E. 39th St.*

SCHOOL OF FINE ARTS UNIVERSITY OF PENN. SYLVANIA

TRADE NOTES

VPI in Merchandise Mart

Vinyl Plastics, Inc., manufacturers of vinyl floorings, will open a showroom in the Merchandise Mart, Chicago, early in December. Designed by VPI stylist Gerald K. Geerlings, the showroom will be in Room 13-116, and the display will include six new colors added to the firm's Terralast line, a random chip terrazzo pattern.

American of Martinsville in Contract Field

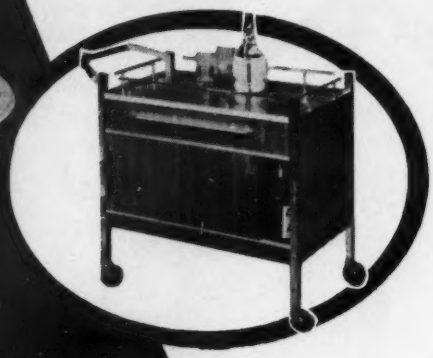
R. M. Simons, Jr., Vice President of American of Martinsville, has announced the firm's entrance in the contract field. Merton L. Gershun, who for twenty years has created the firm's contemporary furnishings, is designing a special series of contract furniture which will be sold on a franchise basis through top contract houses.

Kentile's New Carnival Colors

Five new Carnival (spatter) colors have been added to Kentile's Vinyl Asbestos flooring line: Troubador, a light green with mottle chips of darker green, yellow, pink, white and blue; Banjo, warm beige with color accents in dark brown, light blue, yellow-pink and white; Fanfare, charcoal gray background with chips of pink, light gray and white; Cabaret, a light medium gray with chips of yellow, white, pink, charcoal gray and blue; and Marquee with mottle chips of light gray and white on a black background.

COCKTAIL TIME

Fine Italian Marble cocktail tables in a variety of designs, and our multi-purpose Hostess Cart.



Tables, Top to bottom:
No. (C) 875/3 Y36C, 17½" x 36", "Greek Key Design", Wood Carved Pedestal. Sugg. Retail, **$198.00.**

No. (J) 9088/3 S-C, 16½" x 54" x 22", Engraved Mars & Diana Design on Scroll Shape Marble Top. Sugg. Retail, **$224.00.**

No. (A) 951/3 Y36A, 17¾" x 36", In Black or Antique White. Sugg. Retail, **$196.00.**

No. 877/3, 20" x 20", each. Hand Carved, Gold Leafed Bases with Marble Tops. Sugg. Retail, **$130.00 each.**

Hostess Cart: **No. 92/4,** 18" x 30", Solid Brass Rolling Bar with Drawer & 2 Sliding Doors. Sugg. Retail, **$199.00.**

Send orders to Dept. 608.

BIBI *Furniture Imports*

251 Fifth Ave. N. Y. 16, N. Y.

(At 28th St.) MU. 6-3069

The Wire Frame Shop

531 W. 51st St., N. Y. JU 6-4239

CUSTOM WROUGHT IRON ACCESSORIES
FROM THIN TO THICK

Antiques Copied

Shutters Unlimited, *inc.*

TR 7-6620

MOVABLE STATIONARY AND SHOJI

FACTORY: 100 WEST END AVE. (64) N. Y.
SHOWROOM: 1054 SECOND AVE. N. Y.

64th Street
55th-56th Street

VaRiAtioNs

by RONNIE BRAHMS

Produced by

H. Sacks & Sons

Presented by

Graham Walsh

•

DECORATOR'S MART
425 East 53rd Street
New York 22, N. Y.

Fashioned Lamps

BY

CUSTOM-LITE

A line of decorator lamps . . . distinctively designed and executed . . . in contemporary and modern motifs. Bases in hand-finished solid hardwoods and unique solid brass castings. Correlated with our own custom-made shades.

For fine lamps . . . that are different . . . visit our showroom at:

CUSTOM-LITE

33 EAST 21st STREET · NEW YORK 10, N. Y. · GR 7-6075

THANK YOU
CHARLES HAMILTON
for selecting

ACCENT-ON-FLOORS, Inc.

6 East 53rd St. New York, N.Y. PLaza 3-4624

Trade Member N.S.I.D.

FOR FLOOR COVERINGS USED IN
SILVERMINE GUILD EXHIBIT

A new, exciting source for
ANTIQUES
REPRODUCTIONS
CARVINGS

You'll find the unusual at . . .

D'Anna Maria LIMITED

1144 Second Ave. · New York 21

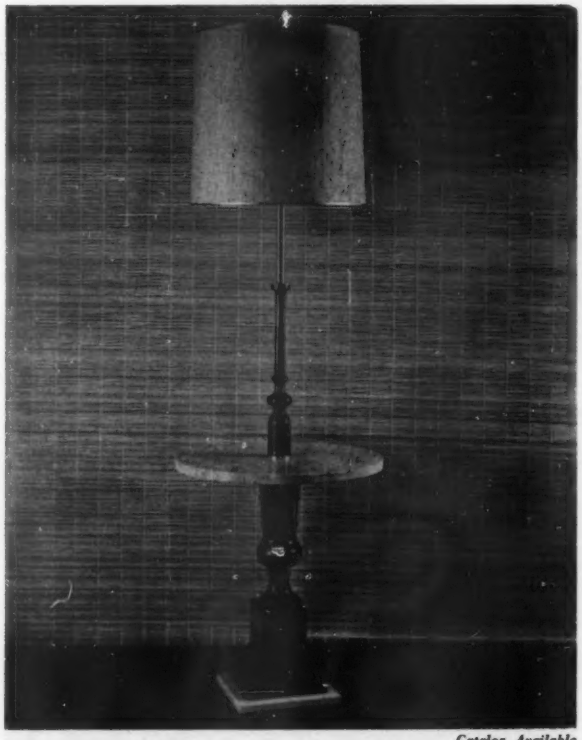
TEmpleton 8-6460

See our new India imports!

Personalities

Shown here from left to right are Marchese Ruggero Farace di Villaforesta, Consul General of Italy; Duke Pini di San Miniato, interior designer assigned to redecorate the Italian Consulate offices at 690 Park Avenue, New York; and Franco Scalamandrè, president of Scalamandrè Silks, Inc. The group was photographed on the

occasion of Consul General's visit to Scalamandrè Silk Mill in Long Island City where an Italian Renaissance Baroque pattern was selected for the main receiving salon of the Consulate offices. As a token of affection to his native Italy, Mr. Scalamandrè has announced that he will present his fabrics as a gift to the Italian Consulate.



Catalog Available

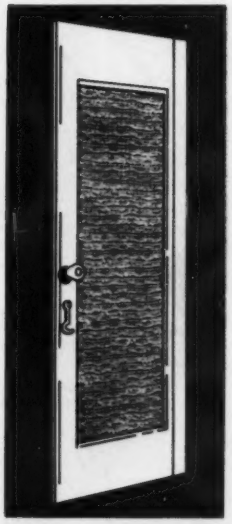
NORMAN PERRY, INC.
PLYMOUTH — NEW HAMPSHIRE
IN CHICAGO, CHARLES B. GELLER, MERCHANDISE MART

40% trade discount
265,000 custom panels
116 standard finishes...

guaranteed ...shutter orders shipped in 10 days!

Pinecrest INC.
TRADITIONAL AND VERTICAL SHUTTERS

and now... fabric shutters



265,000 custom size panels with the world's finest collection of decorative fabric fillers. Available in 116 standard finishes.

Prices include hardware, finishing and treatment of fabric to repel dirt.

When the decorator's own fabric is supplied, the price remains the same.

All fabric shutters are shipped ready for installation. Available in 1/16 of an inch increments in length and width.

Leather, plastics, ceramics and etc. can be effectively used.

Available metal fret work. Submit requirements for price.

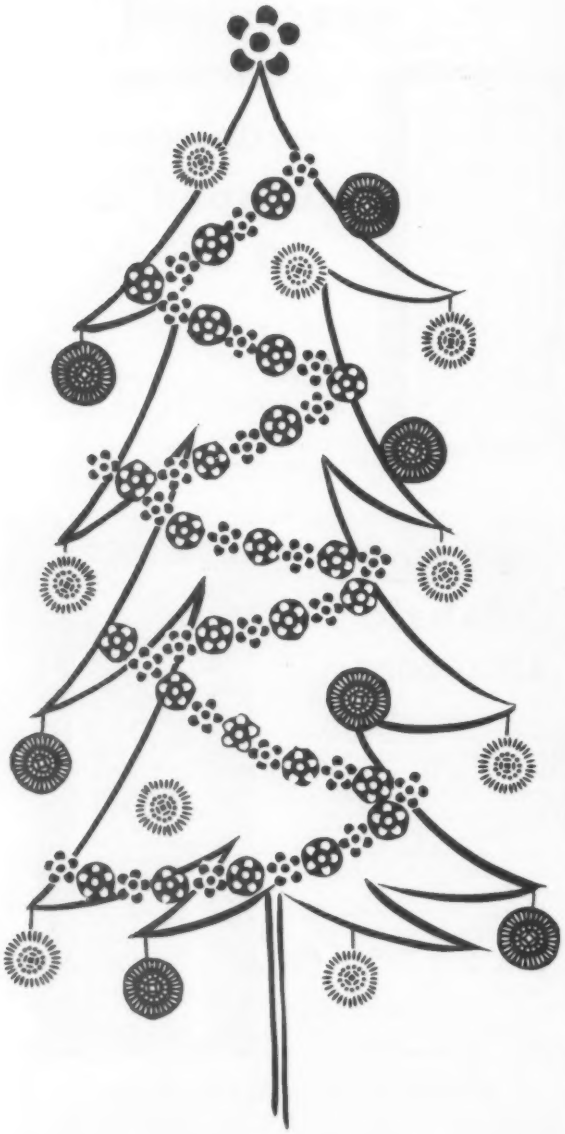
NATIONAL REPRESENTATIVES

Henry Glazer.....1688 Beacon St., Brookline, Mass.
Michael Konner.....350 Hanna Bldg., Cleveland, Ohio
Bernie Luer.....2219 Hollis Drive, St. Louis, Mo.
Robert Mendlein.....7600 N. E. 7th, Miami 38, Fla.
Felch Pendill.....325 N. Wells St., Chicago 10, Ill.
Dick Penny.....47 James St., Erlanger, Kentucky
Paul Siegel.....1707 Olive Way, Seattle 2, Wash.
Gene Smiley.....1108 Nicollet Ave., Minneapolis, Minn.

Write for free catalog to:

Pinecrest INC. | 400 First Avenue North, Minneapolis, Minnesota

'Tis The Season



the pippin papers
HANDPRINTED WALLPAPERS
515 madison ave., new york 22
plaza 1-2536

Personalities

William H. "Bill" Sullivan has joined the Design Department of The B. L. Marble Chair Company in Bedford, Ohio, bringing the firm's staff of designers and decorators to four men.

* * *

H. W. Whitcomb has been named president and G. E. Schulz chairman of the board of the Nye-Watt Company, newly acquired carpet manufacturing subsidiary of Fieldcrest Mills, Inc.

* * *

Leslie Sims has been appointed Sales Representative for the Southern California area by Dux, Inc. who is scheduled to open a new showroom soon in the Los Angeles Furniture Mart.

* * *

The Rug and Furniture Mart in Princeton, N. J. has announced the appointment of interior designer Mrs. Elisabeth Wyman to their staff. Mrs. Wyman's varied background includes working with the late architect Eugene Schoen, with the Decorating Departments of W. & J. Sloane and B. Altman. She has written several articles on Scandinavian home furnishings which were published in the New York Sun and women's magazines.

* * *

W. W. McTyeire, Jr., of Birmingham Ornamental Iron Co., Inc., has been elected president of the National Association of Summer Furniture Manufacturers.

Karges
Custom Styled Dining and Bedroom Creations
The Karges Furniture Company, Inc.
Fine Cabinet Makers for over Seventy Years
Evansville 7 Indiana

WAHL & CO., INC.
Lamps
Now . . . 148 E. 54th Street
N. Y. — PL-5-2910

- Unusual Lamps and Mountings
- Custom made Lamp Shades
- Decorative Accessories

No. 720 Black & Brass Bucket
Small size – diameter 10", height 11"
Large size – diameter 12", height 14"

No. 2393 Polished Brass and Black Iron Wood Holder
Small size – 20¼" long, 15" wide, 15" high
Large size – 24" long, 18" wide, 16" high

Two of the quality items made in our own shop

WM. H. JACKSON COMPANY
Everything for the Fireplace Since 1827
3 EAST 47th STREET • NEW YORK 17, N. Y. • PLAZA 3-9400

From new collection of
Ansteth Imports
Gilt bronze lamp base, 18" high
Drum table, 19" high,
24" in diameter
Brochure available upon request

FRED T. DURKEE, Inc.
470 JACKSON SQUARE
SAN FRANCISCO 11, CALIF.

Leopold Colombo & Bro. INC.

Importers & Makers of Fine Furniture

CATALOGUE ON REQUEST

327-29 EAST 34th ST., NEW YORK, N.Y.

Translucent shell and mahogany panels set off our relaxing Demi-Chaise

Decorative Imports

prices on request 408 Jackson San Francisco

L. H. Krusi

"AROUND THE WORLD IN 80 SETTINGS"

We cordially invite you to see one of the most complete and comprehensive collections of fine furniture ever assembled in one location. It encompasses every major furniture center in the world. We call our new showing "Around The World in 80 Settings." And while we don't claim the title is original . . . you'll find that very much of the furniture **is!**

Please remember
"If it's *Furniture* . . . if it's *Exceptional* . . . you'll surely find it at . . . *Spivack's!*"

SOLE DISTRIBUTORS
FINE FURNITURE
LEO H. SPIVACK
INCORPORATED

designs by Adele

460 FOURTH AVENUE (COR. 31st STREET)
NEW YORK 16, N. Y. • MU 6-6626

WALL LIGHT
BRASS and MARBLE

Candle burns 8 hours;
5" diameter base,
16" overall height,
5" projection

Donald Hendricks Designs
13 Wall St., Huntington, N. Y. • HA-1-3377
Space 134, Design Center for Interiors

See this exclusive new line of hand-finished decorative wall accessories from

Finesse Originals

220 East 134th - New York
MO. 5-4444

- KENT-COFFEY
  200 Lex. Ave., N. Y.
- SHELTON KASS
  318 E. 23rd St., N. Y.
- HARGRI
  210-12 W. Kinzie St., Chicago

BROCHURE ON REQUEST

A Limited Number of Distributorships Still Available

News from Warren-Lloyd

In keeping with its national expansion program, Warren-Lloyd, Inc., has announced the appointment of Robert L. Payne as sales representative covering Missouri, Kansas, Nebraska, and southern Iowa. In addition, a showroom display will be maintained at 8015 Wornall Road, Kansas City, Mo. A showroom featuring the firm's line of upholstered living room furniture has also opened in Dallas at 310 Decorative Center.

New Art Glass Address

Henry Block, designer of stained glass for tables, lamps, screens and wall plaques, has announced the opening of a new showroom at 1109 First Avenue (at 61th Street) in New York, under the name Art Glass for Interiors.

New Dux Plant

Folke Ohlsson, president of Dux, leading importer, manufacturer and distributor of contemporary furniture, is currently working on the plans for a new modern plant and office now under construction in San Francisco.

Chicago Market Dates

January 5 to the 16th are the dates set for the forthcoming International Home Furnishings Market in the Merchandise Mart, Chicago. W. O. Ollman, Mart General Manager predicts a new high in attendance and buying.

at your service AT AMERICA'S SOURCE-CENTER

PERSONAL REPRESENTATION, MARKET COMBING, CONDUCTED SHOWROOM TOURS FOR YOUR CLIENTS, ARE JUST A FEW OF THE JOBS OUR EXPERT STAFF WILL DO FOR YOU. FOR INFORMATION:

DECORATOR'S SERVICE FOR DECORATORS
501 MADISON AVENUE, NEW YORK 22
PLAZA 3-1860

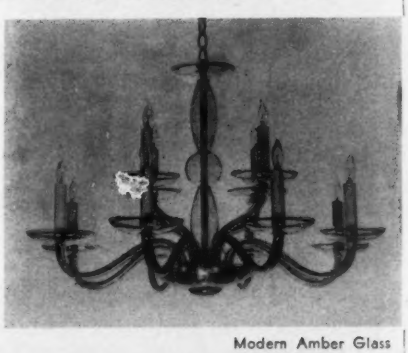
DINOLEVI
extends
Season's Greetings
Florence • New York • Venice

We Search the World . . .

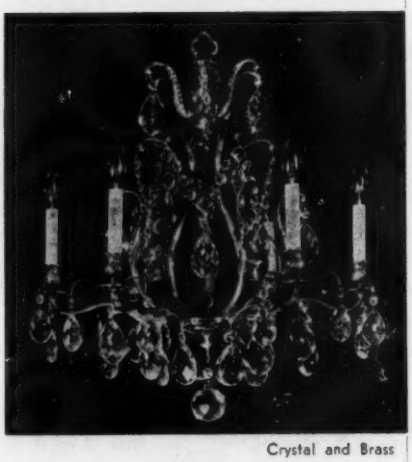
Italian Hand Wrought Iron

for Unusual Accessories

A FEW EXAMPLES FROM ONE OF THE LARGEST COLLECTIONS OF UNUSUAL CHANDELIERS AVAILABLE ANYWHERE



Modern Amber Glass



Crystal and Brass

WRITE FOR CATALOGS

SHOWROOMS
CHICAGO—ROOM 6-100 MERCHANDISE MART
DALLAS—JACK HOUSMAN—ROOM 2101—DALLAS TRADE MART
LOS ANGELES—BURTON KLEIN—310 S. ROBERTSON

GROW & CUTTLE INC.
for Unusual Accessories

*Officiency**

the word that's worth a thousand pictures

furnished and installed by Van Cristo Associates, for the Electronics Corporation of America.

*It's a *fictionary* word that's not in the dictionary . . . but it best describes SCERBO's ability to design furniture with built-in *office efficiency*.

FROM DRAFTSMAN TO CRAFTSMAN . . .
YOUR PLANS ARE IN SKILLED HANDS

Frank Scerbo & Sons, Inc.
140 PLYMOUTH STREET, BROOKLYN, N. Y.

News from Young Decorators League

The Young Decorators League in Richmond, Virginia, has announced its Executive Committee for 1959: President, S. Mitchell Solbert of Morton Marks & Sons; First Vice President, G. David Hunter of Miller and Rhoads; Second Vice President Orville H. Jones, Jr., of Milton Glaser Associates; Secretary, Charles M. Pulley of Miller and Rhoads; Treasurer, Victoria Jamgocian of J. Frank Jones and Co.

Manufacturers' Literature

Planning office furnishings with a variety of basic units from Robert John Company's new "Ultra" group is illustrated in their new Catalog 29, available by writing on your letterhead to the Robert John Co., 202 S. Hutchinson St., Philadelphia, Pa.

* * *

Aquatones by John Hulse are illustrated in a new brochure by James Papalia Studios, 46 Silleck Street, Clifton, N. J.

* * *

Interesting and new wall and floor treatments with Crystalline Glazes and Scored Tiles are shown in a new full color Booklet 1020 available from American-Olean Tile Co., 1000 Cannon Ave., Lansdale, Pa. Photographs of actual installations, both interior and exterior, include entrance halls, building facades, bathrooms and kitchens.

A constantly changing collection of antique pictures and plaques

SAXON & CLEMENS
214 East 53rd Street, New York City 22
PL 9-5791 Trade Member NSID

REGENT

969 FIRST AVENUE, NEW YORK 22 PL 5-9664

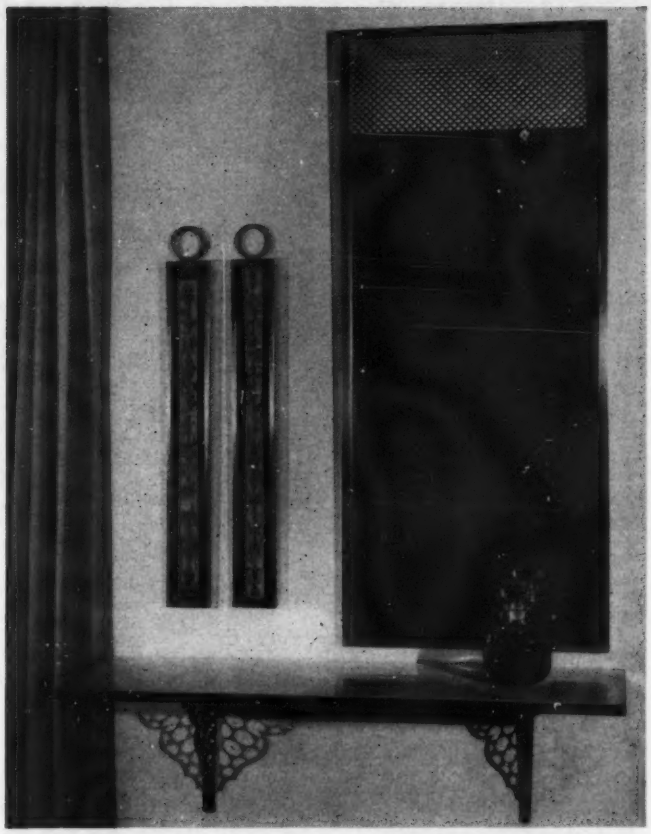
Located on First Avenue at 53rd Street across the street from the new

DESIGN CENTER FOR INTERIORS

#M-499 Mirror-Trumeau. Polished Brass Frame and Grill. 21" x 49½".

#P-95 Romanesque Panels. Hand-decorated on glass in antique white and gold with green mats. Gold leaf frames with antique brass ring. 3½" x 31".

#B-200 Console. White cararra glass with brass moulding and brackets. 10" x 42".



Sole Selling Agent
—Western States

DELLINGER Carpets, Inc.

DURALOOM Carpet Mills, Inc.

LEONARD Carpet Mfg. Co.

STROUD Texture Chenilles

BIGELOW Decorator Collection

MOLINA Mills of Puerto Rico

Don Frazier Inc.

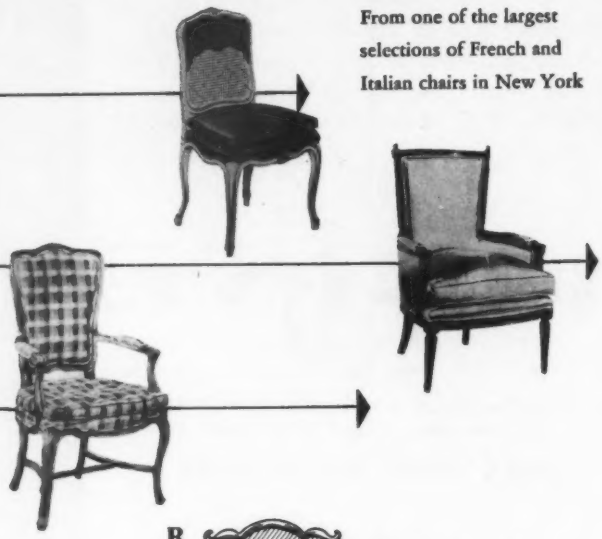
CARPETING

434 NO. LA CIENEGA
LOS ANGELES

550 PACIFIC AVE.
SAN FRANCISCO

Closed Showrooms

Within these pages, an exciting world of chairs to choose from!



From one of the largest selections of French and Italian chairs in New York

Send for your copy today...

Write on your business stationery for this chair catalog showing over 250 styles. Available in any finish.

RALPH A. MIELE, Inc.
341 EAST 62nd STREET
NEW YORK 21, N. Y.

IN CHICAGO: RICHARD NORTON, INC. 612 MERCHANDISE MART

SHOJIS

Partitions, doors, dividers, shutters delivered complete ready to install.

That's right! One easy order to Cal-Craft brings shojis custom made to your exact order complete with frames, hardware and inserts all assembled and ready for immediate installation. What's more, our years of experience as originators of shoji making in this country assure your getting the high quality workmanship and proper engineering that keeps clients satisfied. Let us send you our catalog and name of supplier in your city.

Cal-Craft 407 Jackson Square San Francisco 11 phone DOuglas 2-1582

It's the *way* they work that makes the difference!

Manufacturers' Literature

Baker Furniture, Inc., has announced the completion of a new catalog, the first complete edition issued by the firm since 1953. The handsomely bound, hard cover book of 135 pages contains photographs and illustrations of the complete Baker line including Far East, Continental, Finn Juhl, Manor House Upholstery, New World and Palladian groups. Each group is introduced with a descriptive background as well as room scenes and individual pieces. An unusual feature is a dual index—numerical and pictorial. There are also illustrations and a brief history of the Baker Museum for Furniture Research.

* * *

Harvey Probber's "Inner Office Series" is attractively presented in a new catalog with photographic illustrations of each piece as well as sketches showing their multiple variations. There are also actual samples of the available wood finishes.

* * *

North American Electric Lamp Co., 1520 North 13th Street, St. Louis, Missouri, has issued a brochure featuring the firm's decorative lamps, divided into three distinct lines based on function.

* * *

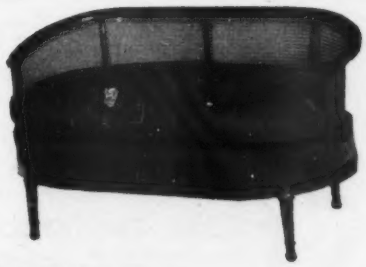
Mottahedeh, 225 Fifth Avenue, New York, has announced the publication of a new large catalog illustrating a wide variety of porcelains, ceramics, crystal and glass imports.

* * *

General Electric Company has issued a new lamp catalog and folder on the Lumen Count Method. Copies may be obtained by writing GE, Large Lamp Department ID-118, Nela Park, Cleveland, Ohio.

* * *

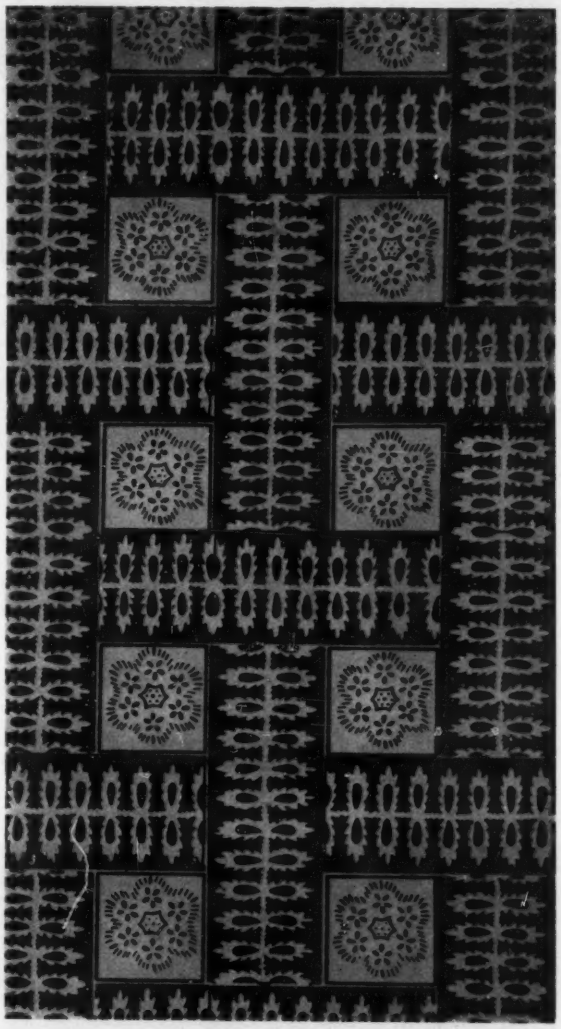
Lightolier, Inc., Dept. TP, Jersey City, N. J., has issued a 32-page catalog describing more than 200 lamps in the Lightolier line. Strikingly colored in magenta, pumpkin, black and white, it is fully illustrated with photographs and room setting vignettes as well as product shots.



Winfield House

custom upholstered furniture

67-15 queens blvd (near 68th street) queens, n. y. ne 9-4681



"BUBIER MANSION GEOMETRIC"

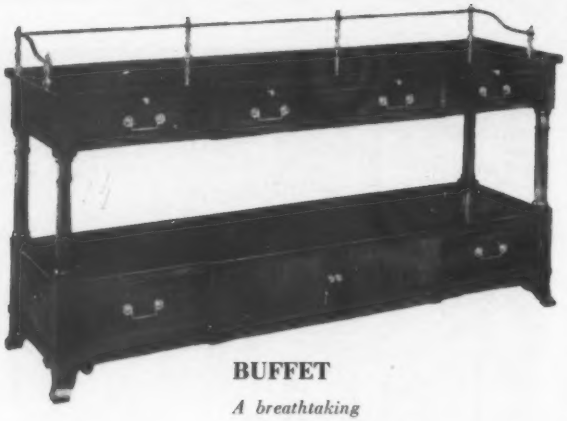
Reproduction of one of two old documents found in the Bubier Mansion in Marblehead, Massachusetts; in yellow and green on off-white.

Exclusive with

NANCY McCLELLAND, INC.

15 East 57th Street

New York 22, N. Y.



BUFFET

A breathtaking conversation piece available in mahogany or fruitwood finish, or in any other wood and finish desired.

SEMINOLE
FURNITURE SHOPS, INC.

Manufacturers and distributors of household and institutional furniture.
Contract department available for estimates.
300 E. 54th St. (at 2nd Ave.) N. Y. C.
PL 3-6513

Manufacturers' Literature

Fred T. Durkee, Inc., 470 Jackson Square, San Francisco, is offering a brochure illustrating the firm's new collection of Ansteth Imports. Included are such outstanding designs as a gold leaf cocktail table, black lacquer floor lamp, bronze drum tables, and a variety of unusual accessories.

* * *

A new, easy-to-read, 12 page catalog illustrating the complete line of Azrock Flooring Products in full color is available from the Azrock Floor Products Division, Uvalde Rock Asphalt Company, San Antonio, Texas. Included are product descriptions, where to install and brief architectural specifications on Azrock asphalt tile, Ashplex vinylized tile, Vina-Lux vinyl asbestos tile, and Duraco vinyl industrial tile.

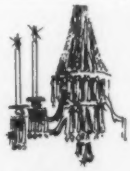
* * *

M. Toberoff & Co., 130 Lexington Avenue, New York, offers a catalog of their distinctive line of frames, hand-carved and finished to enhance the fine woods used. Styles range from traditional Breughel and Flemish models to simple contemporary designs.

Area Rug Department

Accent-on-Floors, 6 East 53rd Street, New York, has set up a special department for area rugs featuring unusual imported and domestic designs and decorative borders in a wide variety of colorings.

Brilliant New Light
for your loveliest fixtures



nalcobrite
Decorative Tungsten Lamps
made in U.S.A.

How much more you'll love the sparkling beauty of your crystal and polished fixtures with Nalcobrite! Gracefully hand-tipped, clear or frosted, 25 or 40 watts in candelabra, intermediate, or standard base. Write for literature and prices.

NORTH AMERICAN
Electric Lamp Co.
250 Fulton St. New York, N. Y. 1550 No. 13th Street St. Louis 6, Mo.

Wallpaper & Correlated Fabrics. Silk Textures Woven to order & Stock. Hand Screened Prints to order. Fortisans & Sheers.

Sf Stephen Fridek Fabrics, Inc.
310 E. 54th St., N. Y. 22
PL 8-0365 • PL 3-3140

Shown by:
L. S. Walsworth Co.,
325 N. Wells St., Chicago

16 *magnificent* METALLIC LEATHERS *by* ADAMS

colors . . . plus genuine 24 carat gold . . . an Adams exclusive!

Eighty stock colors. Leathers also dyed to your specifications. Consistently the first choice of foremost designers and architects . . . leathers by Adams are specially tanned of larger, finer British hides. They are glove-soft, with unique Velvetone hand finish. Less waste and more coverage per hide.

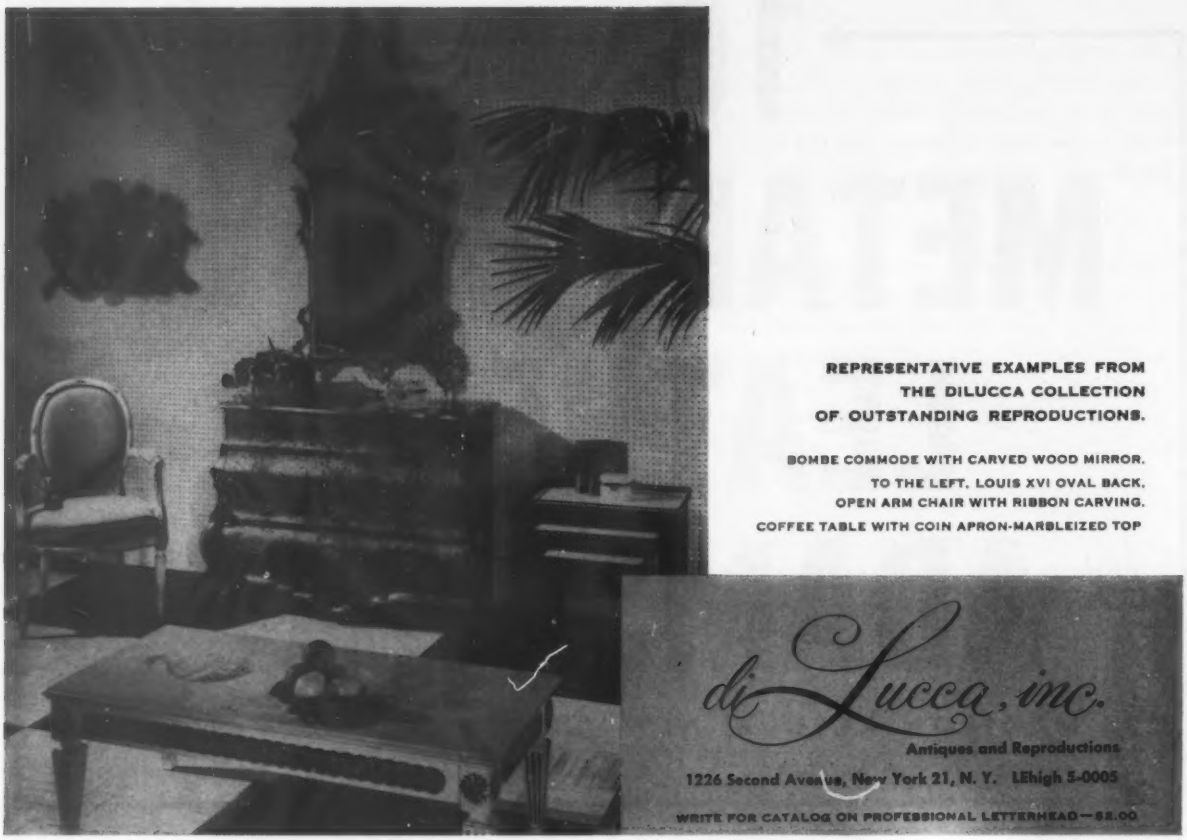
530 MADISON AVENUE, NEW YORK 22, N. Y. • PL 9-7303

San Francisco: KNEEDLER FAUCHERE | *Boston:* BERTHOLD STERN | *Cleveland:* TOMS SINKS | *Los Angeles:* KNEEDLER FAUCHERE | *Washington, D. C.:* JACK HOROWITZ, INC.

THE TEAHOUSE VERANDA AND SHOJI*

* BROCHURE ON REQUEST

Louis W. Bowen, Inc. • 509 Madison Ave.; New York 22, N.Y. • EXeter 2-5810



Appreciation

At no time in the year is business spirit so pronounced as during the Holiday Season. It is in this spirit and with sincere pleasure that I extend the cordial good wishes of myself and associates for a Very Merry Christmas and Happy New Year.

William G. Hoyt
President

ALLIED BOARD OF TRADE
INCORPORATED
350 MADISON AVENUE, NEW YORK 17, N. Y. Murray Hill 2-4372

Manufacturers' Representatives

Philip Grebel has been appointed representative for Birmingham Ornamental Iron Company (Meadowcraft Furniture) in Michigan, Indiana and Ohio. Ben A. Roderick is Meadowcraft representative in South Carolina.

* * *

Sherle Wagner, specialist in closet, boudoir and bath interiors at 123 East 57th Street, New York, has appointed A. Robert Schoen Associates, 108-12 Northeast 39th Street, Miami, Florida, as Southeastern distributor.

* * *

Norman Loring of Rancocas Fabrics has announced that his New York showroom featuring woolen textiles is now located at Franklin Harward Fabrics, 24 E. 56th Street.

* * *

Brunovan, Inc., is now represented through the state of Florida in the showroom of A. Robert Schoen Associates, 108 N. E. 38th Street, Miami, who will display 50 or 60 pieces representative of the firm's selection of 18th and early 19th century French furniture reproductions.

* * *

Mills-Denmark, importers of custom Danish furniture, have announced the appointment of Richard Townsend of Fort Lauderdale, Florida, as sales representative for the state of Florida.

Cocheo IN NEW YORK

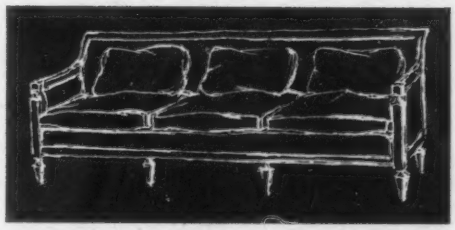
COCHEO INVITES YOU TO A VERY SPECIAL SHOWING FOR THIS IMPORTANT SEASON.

PLANNED IN HONOR OF DESIGN CENTER'S DEBUT AND OUR FIRST ANNIVERSARY AT DECORATORS MART . . . EVERYTHING IS NEW

NEW DESIGNS AND TRENDS ARE FEATURED. NEW TREATMENTS OF FABRICS AND COLORS DOUBLE POTENTIALS IN DECORATION.

COME SEE WHAT WE'VE ACCOMPLISHED BY IMAGINATIVE HANDLING.

• THE DECORATORS MART



425 EAST 53RD • PLAZA 1-2330

FURNITURE CRAFT Inc.

178 Prince Street, New York 12, N. Y. CAnal 6-2311

A limited number of exclusive distributorships available.

M. TOBEROFF & CO. INC.

fine contemporary framing

CATALOG ON REQUEST

130 Lexington Ave. (nr. 29th St.)

New York 16, N. Y. MU 9-0440

from the

COMPATA

collection

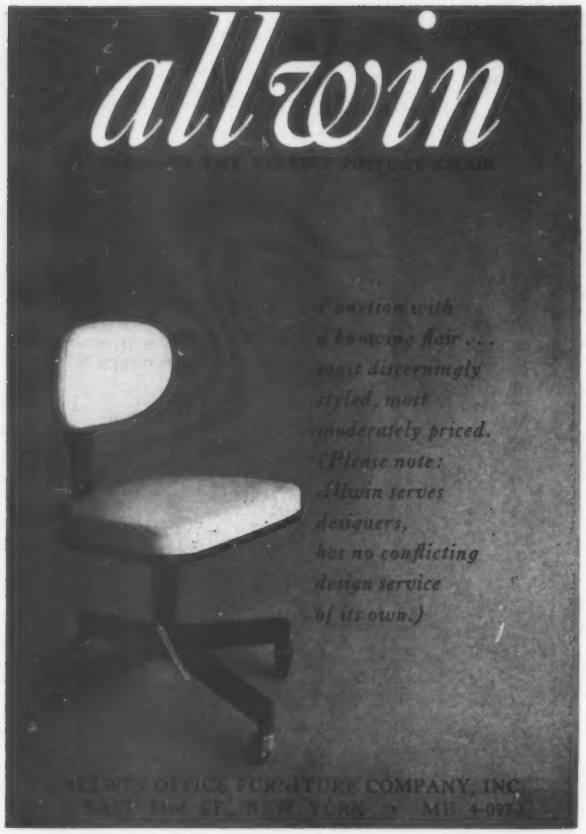
Brochure Available

Raynes & Rhine, inc.

National Distributors for Compata

227 E. 56th St., N. Y. • PL-5-2710

Showroom for Robinson-Johnson, Inc., Upholstered Furniture



BORGHESE

#109, heights 10½"

A NEW CATALOGUE IS NOW AVAILABLE

BOOK ENDS • FIGURINES • LAMPS
MIRRORS • BRACKETS • BOXES
WALL DECORATIONS

L. J. McCULLOUGH, 225 Fifth Avenue, New York 10, N.Y.
RICHARD NORTON, INC., 612 Mdse. Mart, Chicago 54, Ill.
DILLON-WELLS, 760 West Seventh St., Los Angeles 17, Cal.
J. TALLAL ASSOCIATES, 1544 Slocum St., Dallas, Texas

CLASSIFIED ADVERTISEMENTS

ARCHITECTURAL AND DESIGN PERSONNEL AGENCY—Muriel Feder—A personalized placement service for top level architects, designers, engineers, draftsmen, interior decorators and home furnishing personnel. Selective contacts arranged in a confidential and professional manner. Interviews by appointment, 58 Park Avenue, New York. MU 3-2523.

ARCHITECTURAL DESIGNER, 30, single, twelve years experience desires to associate with Decorator, Architect, Builder or Firm doing fine residences and commercial work. Experienced in Traditional and Contemporary Designing, Decorating, Building, Estimating, Supervision and Selling. Write Box #432, INTERIOR DESIGN MAGAZINE, 151 E. 50th Street, New York 22, N. Y.

DECORATIVE ARTS PERSONNEL AGENCY—CHICAGO—Specializing in employment of architects, designers, interior decorators, office and sales personnel in Decorative Arts, Home Furnishings, Trades. Our fine quality of applicants and careful screening saves the busy executive time and money. 629A Merchandise Mart—Chicago—MI 2-9449.

DISTRIBUTORS WANTED, SIAMESE LINE. Leading Siamese manufacturers and exporters of Siamese handloomed silk, hand-engraved silver plaques, gold-plated teakwood plaques, wish to contact American distributors for promoting and distributing these goods. We also have niello silver jewelry, niello silver flatwares, bronze flatwares, steles, scarves, etc. Inquiries cordially invited. Ubaida Trading Co., 88 Lang Talad Charoen Pol, Bangkok, Thailand.

HELEN HUTCHINS PERSONNEL AGENCY—Specialist Interior, Architectural, Industrial Design. We serve Home Furnishing Manufacturers, Distributors, Stores, Publications, the Decorative Arts and Trades. Complete Personnel Service—Professional, Sales, Administrative. Interviews by appointment, 767 Lexington Avenue, New York 21, N. Y. TE 8-3070.

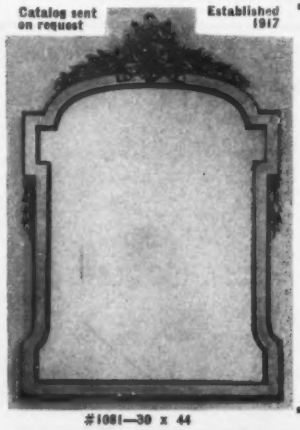
HELP WANTED: Qualified, young, married man with interior design and architectural training, between 25 and 30, to act as assistant to prominent West Coast decorator in growing Central Valley city. Interesting residential and contract work. Provides excellent possibilities for advancement. Write Box #431, INTERIOR DESIGN MAGAZINE, 151 E. 50th Street, New York 22, N. Y.

INTERIOR DECORATION HOME STUDY—Announcing new home study course in Interior Decoration. For professional or personal use. Fine field for men and women with talent and aptitude. Practical basic training. Approved supervised method. Low tuition. Easy payments. Free Booklet. Chicago School of Interior Decoration, 835 Diversey Parkway, Dept. 727A, Chicago 14.

WANTED: Part Space Showroom for Prime Decorators Furniture with same or allied fields. Space of 400 to 500 sq. ft. will consider with selling service. Location East Side 53rd to 79th Streets. Write Box #433, INTERIOR DESIGN MAGAZINE, 151 E. 50th Street, New York 22, N. Y.

Catalog sent on request

Established 1917



#1081—30 x 44

The Unusual In Fine Mirrors
•
IMPORTED HAND CARVED FRAMES
•
Architectural & Commercial Mirrors
•
ATLAS MIRROR & GLASS CO.
308 E. 49th St.,
New York 17, N. Y.
PLaza 3-9357

NOBODY has a greater variety* of
Foam Rubber **Sofa-Sleepers** than **KING SLEEP**

*Lengths to 10 feet; widths to 39 inches • Write for brochure

KING SLEEP PRODUCTS

45 E. 20th St., N. Y. • GR-5-6382

In Boston: RAPIDS FURNITURE CO., 90 Canal Street

the finest
in colonial
Cherry Valley Furniture by

L. & J. G. STICKLEY

and other Colonial,
Provincial and
Contemporary lines.

We are also proud
to exclusively present
to the Decorative Trade
of New York
the stylings of

KINDEL **in French and Italian Provincial and Viennese Classical**

E J Audi

317 EAST 34TH STREET, NEW YORK 16, N. Y. • TELEPHONE: OREGON 9-7580

FAIRMOUNT REPLICAS

KENNETT SQUARE hickory replica of Pennsylvania "Great Windsor" with secret wedges, hand-carved detail. About 1750.

By

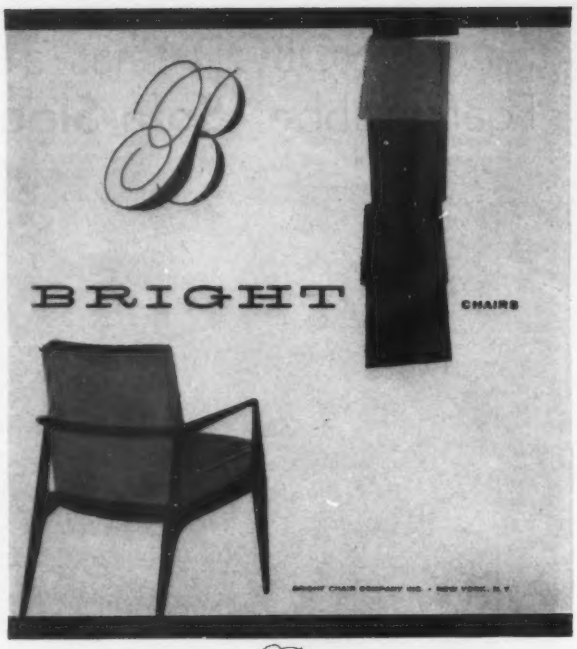
SAYBOLT & CLELAND INC.

MAKERS OF FIRST QUALITY FURNITURE
326 NORTH 17TH ST., PHILADELPHIA

NEW YORK — CHARLES HAMILTON, INC.
CHICAGO — L. S. WALWORTH & CO.
DALLAS — BEN HANNEWYK
BOSTON — GEORGE & FRANCES DAVISON

Catalog on Request

CUSTOM DESIGNS FOR EXECUTIVE OFFICES, BANKS & SPECIAL NEEDS



BRIGHT CHAIR COMPANY

presents its new catalog, featuring a complete collection of office furniture. Our new line includes the latest in modern and traditional, made of the finest leathers and frames.

CATALOG AVAILABLE ON REQUEST.

Bright Chair Co., Inc. / 545 W. 34 St. New York 1, N. Y.

—To the Trade—
Write for Catalogue

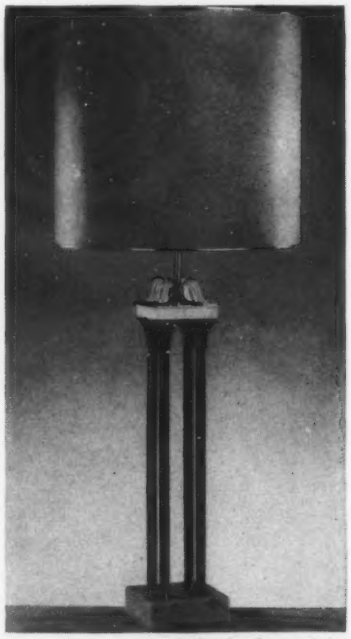
Sold Only by

Edna Rymal Cox

711 N. La Cienega Blvd., Los Angeles 46, Calif.

A Symphony In Light

A stirring movement of graceful lines, artistically interpreted by imaginative, skilled craftsmen in smart, highly stylized lamps and tables in brass, marble and wood. Inspired by the renowned creativity of Excelsior Studios, handcraftsmanship since 1920.



write for free catalog

excelsior art studios

18 West 18th Street, New York, N. Y.

Chicago—Horace W. Smith & Son, 1285 Merchandise Mart
Mark & Jo Danner, 1109 1st Floor, Mart Building, Dallas, Texas
Ruben, Ltd., 550 Pacific Ave., Jackson Sq., San Francisco, Calif.

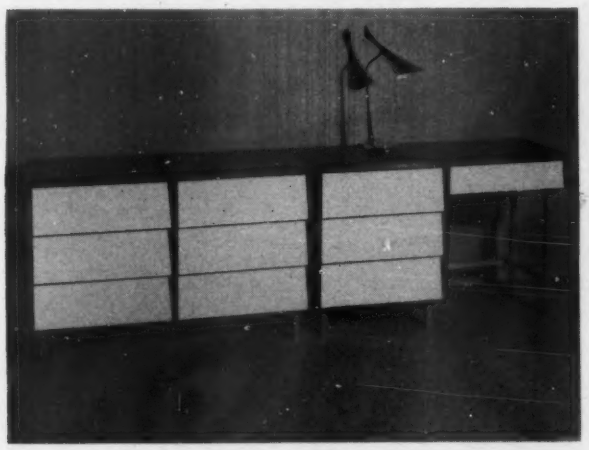
Errata

In the Gold Lion Restaurant installation shown in the October issue on pages 138 and 139, credit for the chairs (see cut) in the Great Hall should have been listed as Shelby Williams, who is the manufacturer.

In our report on Interiors Workshop which appeared on page 236 in the October issue, the address was incorrectly given. It should have read "20 East 34th Street, N. Y."

* * *

In the November issue, page 56, the address of Designed Floors by Herbert Bright should have been 509 Madison Avenue, New York. Our apologies to Mr. Bright.



From our **Teenager's Groups**

- 3 Series of Styles and Price Ranges
- 3 Complete Modular Groupings of Chests, Desks, Corner Desks and Cabinets
- All Plastic Faced
- Wide Variety of Finishes

inquire for brochure

advance design, inc.
45 W. 33rd St., New York 1 • LO 4-2226

Frederick Cooper

729 MILWAUKEE AVENUE • CHICAGO 22, ILLINOIS

SHOWROOMS
CHICAGO • 1279 Merchandise Mart
NEW YORK • Suite 341 • 225 Fifth Avenue
LOS ANGELES • 753 Furniture Mart
SAN FRANCISCO • 501 Western Merchandise Mart
DALLAS • 140 Merchandise Mart
Write for Catalog
on Professional Letterhead!

BAKER

Skilled Hands make the Difference

NEW YORK
305 EAST 63RD STREET

CHICAGO
MERCHANDISE MART

GRAND RAPIDS
EXHIBITORS BUILDING

LOS ANGELES
8778 BEVERLY BOULEVARD

SAN FRANCISCO
737 SANSOME STREET

DALLAS
110 DECORATIVE CENTER

ST. LOUIS
912 LUCAS AVENUE

ATLANTA
100 SPRING STREET, S. W.

MONTREAL
STERNTHAL BUILDING

CLEVELAND
1240 HURON ROAD

INDIANAPOLIS
31 WEST 13TH STREET

PITTSBURGH
200 FOURTH AVE.

PHILADELPHIA
40 SOUTH 23RD. ST.

For those who appreciate the Finest

BAKER FURNITURE, INC., 25 MILLING ROAD, HOLLAND, MICHIGAN

Manufacturers of French Provincial Furniture

Richard Wheelwright

INCORPORATED

227 EAST 56TH STREET • NEW YORK 22, N. Y.

PLaza 8-0950

CHICAGO LOS ANGELES DALLAS SAN FRANCISCO MIAMI

KNAPP & TUBBS

THE MOST COMPREHENSIVE SELECTION OF FINE FURNITURE IN AMERICA

BAKER | WIDDICOMB-MUELLER | JOHNSON | JOHN WIDDICOMB | KINDEL | EDWARD FIELDS CUSTOM FLOOR COVERINGS | STEMBRIDGE

CHICAGO: 6TH FLOOR, MERCHANDISE MART • LOS ANGELES: 8778 BEVERLY BOULEVARD • SAN FRANCISCO: 737 SANSOME, JACKSON SQUARE

S

UARE